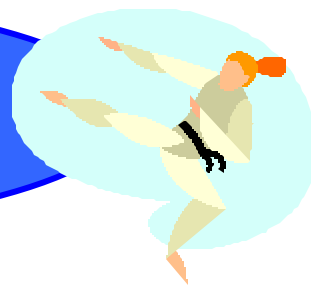




THRILL SEEKERS

“Xtreme athletes”

BRAND NEW TO MARKET



27 Million

THRILL SEEKERS

1 Month HL

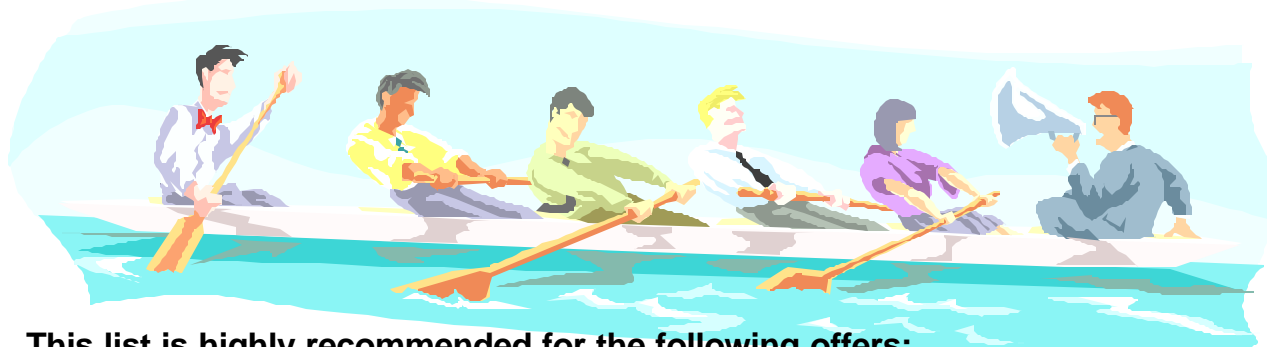
3 Month HL

\$100/M

+ \$21/M

+ \$16/M

Thrill Seekers have been tagged as athletes who participate in extreme sports. Active athletes are more likely to travel often, take care of their bodies, need medical attention, purchase sports-related equipment, and influence fellow athletes.



This list is highly recommended for the following offers:

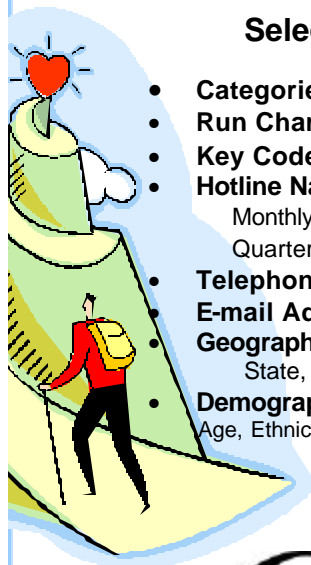
Publications, Sports Affinity Cards, Sports Merchandise, Sports Equipment and Apparel, Athletic Associations, Travel/Resort Clubs, Insurance, Health Foods, Sports Catalogs, Fantasy Camps, Collectibles, Mail Order Sports Meds, etc. . .

Selections:

- **Categories**..... +\$15/M
- **Run Charge**..... +\$10/M
- **Key Code**..... +\$3/M
- **Hotline Names**..... below
 - Monthly +\$21/M
 - Quarterly +\$16/M
- **Telephone Numbers**..... +\$50/M
- **E-mail Addresses**..... Inquire
- **Geographic**..... +\$10/M
 - State, SCF, Zip
- **Demographic**..... +\$10/M
 - Age, Ethnicity, Gender, Household Income, Marital Status

Sports:

- **Categories**..... +\$15/M
 - Baseball/Softball Players
 - Basketball Players
 - Bicycle Riders
 - Hockey
 - Hikers**
 - Horseback Riders
 - Ice Skaters
 - Martial Arts**
 - Racquetball Players
- **Rowing**
- **Runners**
- **Rock Climbers**
- **Snow Skiers**
- **Soccer**
- **Surfers/ H2O Skiers**
- **Swimmers**
- **Tennis Players**
- **Volleyball Players**
- **Updates:** NCOA [Monthly]
- **Source:** Modeled Data



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