

PRO ENTERPRISES: MEN'S MAGAZINE ADVERTISER'S BEST BUYERS

30,000	Quarterly Buyers	\$130/M
350,000	Total File	\$115/M
	Catalog Offers	\$105/M
	Publishers Rate	\$105/M
	Insurance	\$100/M

Reach the cream of the crop from 120 men's magazines - the men who will be most responsive to your offers and products - without having to spend a fortune on ads in all those magazines. We've got the list you've been waiting for if the market you want to reach includes:

- Men's Health
- Male Executives
- Male Grooming
- Exercise & Fitness
- Athletes & Sports
- Automotive
- Outdoors, Camping, Hunting
- Entertainment & Music
- Travel & Leisure
- Financial Planning
- Investments & Investors
- Insurance
- Banking
- Credit Cards & Loans
- Mortgages
- Seniors & Retirement

This list is from a major, highly successful health care products company that has been successfully marketing men's products for over 20 years. Now you can follow their lead. They've done all the hard work for you - pulling the best, most active in this prime male demographic:

- Upscale male consumers
- Age 25-60
- \$150,000 household income
- College educated
- High discretionary income

These active buyers came from over 120 major sports, fitness, travel, automotive, and lifestyle magazines including these favorites:

- Car & Driver
- Field & Stream
- Golf Magazine
- Guns & Ammo
- Men's Fitness
- Men's Health
- Exercise & Health
- Motor Trend
- Penthouse
- Popular Science
- Road & Track
- Automobile Magazine
- And Dozens More!

GENDER:

Female	10%
Male	90%

UNIT OF SALE: \$150.00+

SELECTIONS:

Gender	\$8/M
Age	\$10/M
Credit Card	\$15/M
State	\$8/M
SCF	\$8/M
Zip	\$6/M

ADDRESSING:

E-mail	\$50/F
FTP	\$50/F

Minimum order Requirements:

Names 5,000

Update Schedule: Quarterly

Source: Display Advertising

No competitive offers accepted.

Payment Information:

Payment required 45 days from mail date, for approved mailers with a payment guarantee.

Cancellation Policy:

Orders cancelled before mail date will incur \$50.00/F cancellation fee and \$8.00/M running charges.

Other Information:

Sample mail piece required.

List under management by: **Oney Currithers/David Brill - Listdata Management Services, Inc.**

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