



Racing Enthusiasts Database

TOTAL RECORDS: 854,315 **BASE PRICE:** Ask Your Rep Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 854,315 records in our Racing Enthusiasts Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Racing Enthusiasts list is comprised of auto racing fans who are considered enthusiasts of the racing industry. These individuals have displayed interest in a form of racing such as F1, NHRA, IHRA, NASCAR, etc. These consumers have bought \$1.4 billion worth of merchandise last year, according to ABC News and Nielsen Media Research, a company that measures television audiences worldwide. NASCAR is the second-highest rated sporting event on television behind football! These consumers are considered affluent, mostly males and with a median income of \$70,000. Reach these passionate, affluent and educated fans with the right offer and they will respond.

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections:

- Home Owners
- Renters
- Zip Code/City/State
- Household Income
- Age/Date of Birth
- Voting Behavior
- Income
- Martial Status
- Telephone numbers
- Gender
- Presence of Children
- Presence of Pets (Dog/Cat)
- Ethnicity
- Special Hobbies
- Credit Card Holder
- Investors
- Net Worth
- And much more

SELECTIONS

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
High Ticket Merchandise:	\$5/M
Health/Fitness:	\$5/M
Electronics:	\$5/M
Entertainment and Travel:	\$5/M
Gourmet Food/Wine:	\$5/M
Book Buyer:	\$5/M
Telephones:	\$25/M

UPDATE CYCLE

Major file update is done quarterly. All records are NCOA'd on output of file.