



Sports Enthusiasts Database

TOTAL RECORDS: 2,000,000 **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 two million records in our Sports Enthusiasts Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Sports Enthusiasts database is a consumer list that can be customized based on your organizations needs. Let us know how we can make this list even more specific to your company's goals and objectives. These Sports Enthusiasts are self-reported consumers of sports related products and services. These consumers are fans of sports such as football, basketball, soccer, baseball, hockey, etc.

These Sports Enthusiasts are great prospects for sports publications and websites, sporting equipment, sports memorabilia, sporting events, sport related apparel, nutritional products, health clubs, and much more! These consumers look for ways to stay up to date with all the latest sports news and merchandise. These Sports Enthusiasts stay active and are receptive to offers related to playing sports and out-door activities.

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

Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Children's Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

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
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.