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## NASCAR ENTHUSIAST RESPONDERS

**TOTAL FILE: 4,502,106**

**BASE PRICE: \$100/M**

**QUARTERLY HOTLINE: 315,202**

NASCAR Enthusiasts bought \$1.4 billion worth of merchandise last year, according to ABC News. According to 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 the most loyal and spend money religiously on their favorite driver. Reach these passionate, affluent and educated fans with the right offer and they will respond.

\* 90% Male

\* \$70,000 Median HH Income

\* 60% are between the Ages of 25 – 44.

### ***SELECTIONS:***

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Online Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

### ***UPDATE CYCLE:***

NCOA'd quarterly, new names added monthly.

**Minimum Order: 25,000**