



304 Indian Trace #315 Weston, Florida 33326

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sales@boldmedia.com

www.boldmediallc.com

Smokers Data Card

Total Count (minus below) = 13,562,085

Moist, snuff, chewing tobacco = 437,915

Cigar Smokers = 2 Million

BASE PRICE: \$90/M

Reach cigarette smokers at their home address and email address. These consumers have completed a questionnaire about their use of tobacco products. All respondents have stated that they are cigarette smokers and many of these consumers have purchased their cigarettes online. This smokers list is exclusively comprised from RJ Reynolds offers, not compiled public records.

Monthly Hotline: 380k - 400k

Source: RJ Reynolds Offers - <http://mysmokingrewards.com>

Privacy Policy: <http://www.rjrt.com/sm/policy.asp>

Virginia Slims	135,000
Newport	1,567,000
Marlbro	5,672,000
Montclair	54,000
Doral	351,000
Salem	459,000
Eve	48,600
Lucky Strike	810,000
Camel	1,404,000
Vantage	64,000
Grand Prix	54,000
Lark	27,000
Unknown	478,570
Total	11,124,170

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: 7500 postal records