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## TRAVEL ENTHUSIAST DATABASE

**Total postal w/ phone: 27,180,226**      **BASE PRICE: \$100/CPM**  
**Total postal only: 13,498,036**      **BASE PRICE: \$50/CPM**  
**Hot Line Data: 961,000+/-**

The Bold Media LLC. Travel Enthusiast data base is comprised of individuals and couples who travel a minimum of at least once per year. These enthusiasts are receptive to various travel offers ranging from local to out of state travel. All will entertain offers via direct mail, online and discounted offerings. They all have credit cards and all *not* on the do not call. This data comes from priceline.com, expedia.com and a multitude of other travel sites.

### ***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
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$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

### ***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 and ECOA quarterly, new names added daily.