



The Premier Provider of Permission-Based Marketing Solutions

## Par Perfect Golfers

**Total File Size**  
2,958,573

**Base Price:**

US Direct Mail	\$80/M
US Email	\$55/M
Telemarketing	\$250/M

**Selects:**

Key Coding	\$2/M
Geo (State/SCF/Zip)	\$7/M
Gender	\$7/M

Demographics	\$10/M
Lifestyle/Interest	\$15/M
30-Day Responder	\$20/M

12-Month Hotline	\$10/M
6-Month Hotline	\$15/M
3-Month Hotline	\$20/M

<b>Minimum Order</b>	7,500
<b>Net Name</b>	50,000

**Policy**

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

Vayan's Par Perfect Golfers file consists of an audience that has shown great interest in and has made purchases related to golf and golf products. This file is full of responsive consumers who are prime targets for travel, golf, automotive, fine living and credit card offers. This file is comprised as 85% male, with an average age of 41 years old and an average income of \$73,000, Financial status, age and geography are key factors in determining the make up of this selective population.

**Demographic Selects**

- Age
- Income
- Buyer/Responder
- Mail Order Buyers
- Online Responder
- Length of Residence
- Presence of Children
- Number of Children
- Age of Children
- Homeowner
- Dwelling type
- Renter
- Marital Status
- Home Value
- Net worth
- CC Holder
- Occupation
- Education Level
- Political Affiliation
- Ethnicity
- Religion
- Vehicle Data

**30 Day Response Hotline Offer Categories**

- Auction
- Auto Shopping
- Bankruptcy
- Cable/Internet Services
- Computer Products
- Consumer Products
- Credit Cards
- Dating Services

- Debt Management
- Education/Scholarships
- Electronics
- Entertainment
- Financial/Loan Products
- Food
- Gifts & Collectibles
- Health, Beauty and Fitness
- Home Business
- Home Improvement
- Insurance Services
- Investments
- Legal Services
- Membership Clubs
- Military
- Mortgage
- Research and Surveys
- Sweepstakes/Premiums
- Tax Services
- Telecom, Long Distance
- Telecom, Wireless
- Travel

**Lifestyle/Interest Selects**

- Boating/Sailing
- Camping/Hiking
- Casino Gambling
- Charitable Causes/Donors
- Collectibles/Collecting
- Contests/Sweepstakes
- Dieting
- Fitness
- Electronics
- Computers

- Online Access
- Fishing
- Hunting
- Cigars
- Foreign Travel
- Business Travel
- Family Travel
- Frequent Travelers
- Timeshares
- Gardening
- Organic Gardening
- Cooking, Baking, Culinary Arts
- Home Decorating
- Home Improvement
- Investing
- Motorcycle Owners
- RV Owners
- NASCAR
- Winter Sports
- Sports
- Fashion and Apparel
- Plus Size Fashion
- Pet Owners
- Photography
- Traveling
- Vehicle Owners/Information
- Wine
- Music Type
- Reading Interest
- SCUBA
- Scrapbooking
- Yoga/Pilates
- Ailments
- Cell Phone Owners



Contact our sales team today for updated counts or for additional information.

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