

**GOLF TIME**

---

29,000 12/09 BUYERS \$85/M  
319,000 2009 BUYERS \$85/M  
348,000 2008 BUYERS \$85/M  
348,000 2007 BUYERS \$85/M  
348,000 2006 BUYERS \$85/M

SUMMARY: PEOPLE WHO LOVE THE GAME OF GOLF  
HAVE PURCHASED EITHER CLUBS, BALLS OR OTHER GOLF  
RELATED PRODUCTS AND RETURNED A WARRANTY OR  
REGISTRATION CARD FOR FUTURE DISCOUNTS AND SAVINGS.

THESE DIRECT RESPONSE, GOLF ENTHUSIASTS HAVE SPENT  
BETWEEN \$10 AND \$500 AND MAKE AN EXCELLENT  
AUDIENCE FOR ALL GOLF RELATED OFFERS AS WELL AS  
MAGAZINES, SPORT OFFERS, CREDIT CARD, TRAVEL, GIFTS,  
GENERAL MERCHANDISE AND MORE.

DEMOGRAPHICS: 85% MALE  
15% FEMALE  
AVG AGE 40  
INCOME \$35M+

UNIT/SALE: RANGE \$10-\$500

SOURCE: DIRECT RESPONSE

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL  
DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS  
CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING  
CHARGES + \$50.00 FLAT FEE.

**GOLFTIMEM**

---

JANUARY 2010

MATERIAL:  
E-MAIL \$60/F

SELECTIONS:  
STATE/SCF \$7/M  
ZIP \$7/M  
SEX \$7/M  
AGE \$7/M  
SPLIT \$7/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000