

# Market Update 2011

## SPORTS & RECREATION



In the Sports & Recreation Market, it is critical to identify those already known to be fitness and outdoor activity enthusiasts since 37% of adults report they are not physically active.\*

If you're seeking avid exercise and recreation enthusiasts, reach out to those actively purchasing products and services from marketers in the sports and exercise arena or who have an affinity for outdoor activities. You will find millions on ALC-managed response lists.

From fishing to horseback riding to many areas of sports participation, these mail order responders share an unbridled passion for their recreational interests. They quickly support the direct marketers in their type of interest niches and form brand loyalties to those that encourage their enthusiasm for the sport.

\* Source: President's Council on Fitness and Sports

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit [www.alcdata.com](http://www.alcdata.com) to view all datacards.



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# Sports & Recreation

## Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
<b>Active Interest Media</b>				
• American Cowboy	61,000	\$110/M	Crows Nest Trading Co., King Ranch Saddle Shop, Rod's Western Palace	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Backpacker Magazine	157,000	\$105/M	Campmor, Camping Warehouse, Recreational Equipment	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Climbing	13,000	\$110/M	Alpinist Magazine, Camping Warehouse, Recreational Equipment	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Yoga Journal	205,000	\$110/M	Athleta, Recreational Equipment, Yoga Works	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>BaseballSavings.com</b>	313,000	\$100/M	Baseball America, Baseball Insiders Club, MLB Express	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Bike New York</b>	81,000	\$85/M	Leukemia & Lymphoma Society-Team In Training, Transportation Alternative-NYC Century Bike Tours, Velo Wear	<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
<b>Cowboys and Indians</b>	86,000	\$120/M	Cabin Life, National Ropers Supply, Soda Creek Outfitters	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Edwin Watts Golf</b>	405,000	\$105/M	Golf Digest, Golf Week, Links Magazine	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>The Golf Warehouse</b>	647,000	\$95/M	Golf Digest, Mastergrip, U.S. Golf Association	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Golfsmith</b>	468,000	\$105/M	Golf Digest, Golf Magazine, U.S. Golf Association	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>J&amp;P Cycles – Motorcycle Parts &amp; Accessories</b>	934,000	\$100/M	American Motorcycle Association, Cycle World, Motorcycle Cruiser	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
<b>Kalmbach Publishing</b>				
• American Snowmobiler	28,000	\$100/M	Allstate Insurance (ATV/Snowmobile), Cabela's, Northern Tool & Equipment	<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
<b>Ogden Publications</b>				
• Motorcycle Classics	16,000	\$100/M	Cycle World, Rider, Whitehorse Press Catalog	<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
<b>Outside Magazine</b>	368,000	\$105/M	Athleta, Catalysts Communications, Recreational Equipment	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
<b>Rodale</b>				
• Bicycling	166,000	\$100/M	Recreational Equipment, Terry Precision Cycling, World Cycling Productions	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Runner's World	447,000	\$100/M	Athleta, Corrigan Sports Event, Recreational Equipment	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Sportsman's Guide</b>				
• Camping/Outdoor Products	403,000	\$100/M +\$16/M	Bass Pro Shops, Camping Warehouse, Natchez Shooters Supplies	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Fishing Accessories	101,000	\$100/M +\$16/M	Bass Pro Shops, Carbonite, National Collectors Mint	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Hunting/Shooting	840,000	\$100/M +\$16/M	Littleton Rare Coins, National Collectors Mint, Select Comfort Corp.	<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com

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List	Count	Rate	Sample Continuations	Contact
<b>Werner Publishing</b>				
• Golf Tips Magazine	103,000	\$105/M	The Golf Warehouse, Turnstile Publishing Company, U.S. Golf Association	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Plane & Pilot Magazine	57,000	\$105/M	Aviation Week, Experimental Aircraft Association, Sporty's	<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com

The following lists are not enhanced. Subscribers have purchased magazines with a sports or recreation theme or they have responded to a survey indicating their interest in sports and recreational activities.

List	Count	Rate	Contact
<b>CDS Xpress Moves Magazine Affinity</b>			<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Hunting/Fishing	40,000	\$80/M+\$10/M	
• Sports/Outdoors	114,000	\$80/M+\$10/M	
<b>Rodale Survey Respondents</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Fitness &amp; Sports</b>			
• Backpacking	97,000	\$100/M+\$16/M	
• Bike	44,000	\$100/M+\$16/M	
• Camping	31,000	\$100/M+\$16/M	
• Cycling	49,000	\$100/M+\$16/M	
• Hiking	4,000	\$100/M+\$16/M	
• Mountain Biking	36,000	\$100/M+\$16/M	
• Running/Jogging	83,000	\$100/M+\$16/M	
• Scuba Dive	15,000	\$100/M+\$16/M	
• Swimming	65,000	\$100/M+\$16/M	
• Yoga	33,000	\$100/M+\$16/M	

## Enhanced Files

List	Count	Rate	Contact
<b>Active Interest Enhanced Masterfile</b>			<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Sports Camping	50,000	\$105/M+\$16/M	
• Sports Fishing	39,000	\$105/M+\$16/M	
• Sports Fitness	19,000	\$105/M+\$16/M	
• Sports Golf	26,000	\$105/M+\$16/M	
• Sports Hunting	29,000	\$105/M+\$16/M	
• Sports NASCAR	7,000	\$105/M+\$16/M	
<b>Alloy Parent Catalog Buyers –</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Sports & Outdoor Enthusiasts	6,970,000	\$95/M+\$16/M	
<b>American Diabetes Association Enhanced</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiasts	510,000	\$80/M+\$16/M	
<b>AMO Corporate Mega-Masterfile</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Outdoor Enthusiasts	256,000	\$105/M+\$16/M	
• Sports Enthusiasts	242,000	\$105/M+\$16/M	
<b>Barneys Enhanced Masterfile</b>			<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Outdoor Enthusiasts	101,000	\$120/M+\$16/M	
• Sports Enthusiasts	140,000	\$120/M+\$16/M	
<b>Children's Cancer Research Fund Enhanced</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiasts	87,000	\$80/M+\$11/M	
• Sports Enthusiasts	97,000	\$80/M+\$11/M	

## Enhanced Files

List	Count	Rate	Contact
<b>Crutchfield Enhanced</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Fitness/Exercise Enthusiasts	475,000	\$120/M+\$16/M	
• Golf Enthusiasts	90,000	\$120/M+\$16/M	
• Hunting/Fishing Enthusiasts	102,000	\$120/M+\$16/M	
• Outdoor Enthusiasts	266,000	\$120/M+\$16/M	
• Sports Enthusiasts	315,000	\$120/M+\$16/M	
<b>Direct Checks Enhanced Masterfile</b>			<b>Danielle LaSala – 914-524-5235</b> danielle.lasala@alc.com
<b>Sports Enthusiasts</b>			
• Fitness/Exercise Enthusiasts	3,602,000	\$90/M+\$16/M	
• Outdoor Enthusiasts	2,458,000	\$90/M+\$16/M	
• Sports Enthusiasts	2,739,000	\$90/M+\$16/M	
<b>Disney FamilyFun Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Bicycling	163,000	\$105/M+\$16/M	
• Camping/Hiking	399,000	\$105/M+\$16/M	
• Fishing	381,000	\$105/M+\$16/M	
• Outdoor Activities	881,000	\$105/M+\$16/M	
• Sports Enthusiasts	1,047,000	\$105/M+\$16/M	
<b>Dow Jones Consumer Enhanced Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Fitness/Exercise Enthusiasts	634,000	\$140/M+\$16/M	
• Golf Enthusiasts	132,000	\$140/M+\$16/M	
• Outdoor Enthusiasts	330,000	\$140/M+\$16/M	
• Sports Enthusiasts	386,000	\$140/M+\$16/M	
<b>DRG Enhanced Craft Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Outdoor Enthusiasts	365,000	\$105/M+\$15/M	
• Sports Enthusiasts	382,000	\$105/M+\$15/M	
<b>Eckler's Auto Enthusiasts Masterfile</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Outdoor Enthusiasts	32,000	\$100/M+\$16/M	
• Sports Enthusiasts	37,000	\$100/M+\$16/M	
<b>The Economist Enhanced</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Fitness/Exercise Enthusiasts	300,000	\$145/M+\$15/M	
• Golf Enthusiasts	45,000	\$145/M+\$15/M	
• Outdoor Enthusiasts	137,000	\$145/M+\$15/M	
• Sports Enthusiasts	162,000	\$145/M+\$15/M	
<b>Entrepreneur Media Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Golf	77,000	\$120/M+\$12/M	
• Hunting/Fishing	89,000	\$120/M+\$12/M	
• Outdoor Enthusiasts	210,000	\$120/M+\$12/M	
• Sports Enthusiasts	260,000	\$120/M+\$12/M	
<b>Forbes Enhanced Masterfile</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Baseball Enthusiasts	101,000	\$140/M+\$16/M	
• Basketball Enthusiasts	97,000	\$140/M+\$16/M	
• Biking Enthusiasts	98,000	\$140/M+\$16/M	
• Boating Enthusiasts	112,000	\$140/M+\$16/M	
• Camping/Hiking	145,000	\$140/M+\$16/M	
• Fishing Enthusiasts	148,000	\$140/M+\$16/M	
• Football Enthusiasts	132,000	\$140/M+\$16/M	
• Golf Enthusiasts	252,000	\$140/M+\$16/M	
• Hunting Enthusiasts	277,000	\$140/M+\$16/M	

## Enhanced Files

List	Count	Rate	Contact
<b>Frontgate &amp; grandinroad Enhanced Masterfile</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Golf Enthusiasts	69,000	\$120/M+\$15/M	
• Hunting/Fishing	49,000	\$120/M+\$15/M	
• Outdoor Enthusiasts	171,000	\$120/M+\$15/M	
• Sports Enthusiasts	245,000	\$120/M+\$15/M	
<b>Habitat for Humanity International Enhanced</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiasts	290,000	\$80/M+\$16/M	
• Sports Enthusiasts	312,000	\$80/M+\$16/M	
<b>Harry &amp; David Mail Order Buyers Enhanced</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Boating Interest	13,000	\$100/M+\$12/M	
• Camping	88,000	\$100/M+\$12/M	
• Hunting	56,000	\$100/M+\$12/M	
<b>Hearst Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Camping/Hiking	632,000	\$105/M+\$15/M	
• Golf	767,000	\$105/M+\$15/M	
• Hunting	614,000	\$105/M+\$15/M	
• Outdoor Enthusiasts	3,995,000	\$105/M+\$15/M	
<b>Jackson &amp; Perkins Enhanced</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Outdoor Enthusiasts	298,000	\$105/M+\$16/M	
• Sports Enthusiasts	301,000	\$105/M+\$16/M	
<b>Kalmbach – Hobby Enthusiasts Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiast	161,000	\$100/M+\$21/M	
• Sports Enthusiasts	180,000	\$100/M+\$21/M	
<b>Kiplinger Health &amp; Fitness Experian Z24/Circbase Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Camping & Outdoors	167,000	\$140/M+\$16/M	
• Cycling	15,000	\$140/M+\$16/M	
• Fishing & Hunting	48,000	\$140/M+\$16/M	
• Golf	66,000	\$140/M+\$16/M	
• Running	15,000	\$140/M+\$16/M	
• Sports Enthusiasts	192,000	\$140/M+\$16/M	
<b>Nederlander Organization Enhanced Database</b>			<b>Kerry Fischette – 609-580-2875</b> kerry.fischette@alc.com
• Outdoor Enthusiasts	326,000	\$95/M+\$10/M	
• Sports Enthusiasts	415,000	\$95/M+\$10/M	
<b>North Shore Animal League America Enhanced</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiasts	713,000	\$90/M+\$16/M	
• Sports Enthusiasts	792,000	\$90/M+\$16/M	
<b>Northern Tool &amp; Equipment Consumer Buyers Enhanced</b>			<b>Bruce Kimmel – 914-524-5249</b> bruce.kimmel@alc.com
• Camping/Hiking	94,000	\$110/M+\$17/M	
• Fishing	155,000	\$110/M+\$17/M	
• Golf	97,000	\$110/M+\$17/M	
• Hunting	146,000	\$110/M+\$17/M	
• Motorcycles	58,000	\$110/M+\$17/M	

# Sports & Recreation

## Enhanced Files

List	Count	Rate	Contact
<b>Reader's Digest Enhanced Megafile</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Bicycling/Cycling	360,000	\$100/M+\$12/M	
• Boating/Sailing	1,033,000	\$100/M+\$12/M	
• Fishing	849,000	\$100/M+\$12/M	
• Golf	377,000	\$100/M+\$12/M	
• Hiking/Camping	702,000	\$100/M+\$12/M	
• Hunting	520,000	\$100/M+\$12/M	
• Outdoors Interest	2,612,000	\$100/M+\$12/M	
• Sports Interest	2,733,000	\$100/M+\$12/M	
• Tennis	473,000	\$100/M+\$12/M	
<b>Rodale Whole Life Outdoor/Sports Masterfile</b>	3,596,000	\$100/M+\$6/M	<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
<b>Sempris Proven Program Enhanced Masterfile</b>			<b>Megan Corigliano – 609-580-2731</b> megan.corigliano@alc.com
• Boating/Sailing	133,000	\$100/M+\$10/M	
• Fishing/Hunting	416,000	\$100/M+\$10/M	
• Golf	287,000	\$100/M+\$10/M	
• Outdoor Enthusiasts	864,000	\$100/M+\$10/M	
• Sports Enthusiasts	1,051,000	\$100/M+\$10/M	
<b>TV Guide Magazine Enhanced Subscribers</b>			<b>Susan Packard – 609-580-2785</b> susan.packard@alc.com
• Camping/Hiking	210,000	\$105/M+\$18/M	
• Fishing	476,000	\$105/M+\$18/M	
• Golf	368,000	\$105/M+\$18/M	
• Hunting/Shooting	299,000	\$105/M+\$18/M	
• Sports	722,000	\$105/M+\$18/M	
<b>Wealth Window™ - Avid Golfers</b>	809,000	\$102/M	<b>Emily Briody – 609-580-2971</b> emily.briody@alc.com
<b>Weight Watchers Enhanced Masterfile</b>			<b>Michael Auriemma – 914-524-5238</b> michael.auriemma@alc.com
• Golf	114,000	\$105/M+\$15/M	
• Hunting/Fishing	131,000	\$105/M+\$15/M	
• Outdoor Enthusiasts	343,000	\$105/M+\$15/M	
• Tennis	12,000	\$105/M+\$15/M	
<b>Yankee Publishing Enhanced Masterfile</b>			<b>Lisa Donzella – 914-524-5263</b> lisa.donzella@alc.com
• Outdoor Enthusiasts	162,000	\$100/M+\$17/M	
• Sports Enthusiasts	67,000	\$100/M+\$17/M	

\*Many of our files are overlaid with Experian RFM Transactional data and can target buyers of Women's Athletic Apparel, Active/Outdoor Products, Extreme Snow Sports and more. Please inquire for additional information.

Let us provide your next **Sports & Recreation** Market mailers with these proven lists.



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