



## Die Hard Gamblers

*This database consists of* zealous gamblers who can't seem to get enough of their "drug of choice". These gamblers will do and try anything to improve their gaming skills for the chance of making it big, including buying books that promise winning strategies and insiders' tips to success.

*Sourced from* book sellers, who promote by mail and Email.

### SEGMENTS

351,879	Mailing List	\$190/M
available	Email List	\$190/M

### SELECTS

Geography, Gender, Language  
Recency  
100% at home address

All Selects: *FREE of charge*

### GEOGRAPHY

Worldwide (more than 50 countries)

### UPDATE FREQUENCY

Every 3 months

### MINIMUM ORDER

Quantity: 5,000

### DELIVERY

48 hours

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

US\$ 15 – US\$ 40

### RECOMMENDED USAGE

Lotteries and Sweepstakes

### SAMPLE REQUIRED



Count	Country	Count	Country
6,523	Argentina	3,329	Romania
8,865	Australia	4,021	Russia
7,851	Austria	6,641	Saudi Arabia
5,731	Belgium	7,431	Singapore
5,021	Brazil	5,429	South Africa
4,852	Bulgaria	6,031	South Korea
10,542	Canada	6,773	Spain
4,229	Chile	5,732	Sweden
7,952	China (excl. Hong Kong)	8,321	Switzerland
2,328	Colombia	5,439	Taiwan
5,017	Czech Republic	4,071	Thailand
5,772	Denmark	1,122	Turkey
6,903	Egypt	5,905	United Arab Emirates
4,831	Finland	6,032	United Kingdom
11,894	France	7,653	United States
18,795	Germany	1,045	Venezuela
4,772	Greece	2,275	Others
11,732	Hong Kong		
6,040	India		
12,164	Indonesia		
2,106	Iran		
4,555	Ireland		
5,003	Israel		
9,942	Italy		
19,863	Japan		
6,633	Malaysia		
7,031	Mexico		
7,743	Netherlands		
5,993	New Zealand		
786	Nigeria		
3,761	Norway		
18,954	Peru		
9,952	Philippines		
5,631	Poland		
4,862	Portugal		