Database of American Golfers: Direct Mail & Email List

The Database of American Golfers represents a distinguished group of golfers that have elected to show their support of the game by being counted and registering their information at AmericanGolfCensus.com or through other NGF consumer initiatives. These golfers have specifically requested to receive communications from golf and other travel & leisure marketers and they play more annual rounds and enjoy lower scores than the national golfer sample. The list offers highly sought after list selects such as average score, annual rounds played, private club members in addition to key demographics selects including age, gender, and income.

List Segments		**Counts through 09/30/2016**
571,950	**Mailing Address Rental / Base Rate**	**$110.00 / M**
	Fundraiser / Non Profit Rate	$80.00 / M
	Catalog Rate	$85.00 / M
571,950	**Email Address Rental / Base Rate**	**$175.00 / M**
456,089	Core Golfers (8+ Annual Rounds)	+ $20.00 / M
251,652	Avid Golfers (25 + Annual Rounds)	+ $20.00 / M
100,085	Skilled Players (sub 90 average scores)	+ $25.00 / M
451,837	Male Records	+ $10.00 / M
95,516	Female Records	+ $10.00 / M

/ M = per thousand records

Key Facts & Demographics	
Market:	Consumer
Channels:	Direct Mail, Email
Source:	Online / Survey
DMA?:	Yes - Member
Geo:	USA
Gender	85% M / 15% F
HH Income:	$91,487 average
Disp. Income:	$75,388 average
Avg. Age	44 years
Avg. Rounds	27 rounds per year
Private Club:	20% private club mbr
Vacation Travel	2 trips per year

Mailing List Policies

Min Order: 3,000 records
Broker Commission: 20%
Net Name Terms: 85% + $8/M Run Charges, 50,000 order min
Mail Sample / Usage: Required / One-time use, discounts for re-use
Exchanges / List Co-op: Please Inquire

Email Rental Policies

Sent "Third Party Blind" with List Renters Name in FROM: line.
Pre-designed HTML creative is required and subject to approval
Discounts available for repeated use and campaigns over 50,000
Min Order: 5,000
Broker Commission: 20%
Singed Email Rental Agreement: Required

Additional Selects	
3 Month Hotline	+ $15 / M
6 Month Hotline	+ $10 / M
Age:	+ $15 / M
Gender:	+ $10 / M
HH Income	+ $15 / M
Rounds Per Year	+ $20 / M
Average Score / Handicap	+ $25 / M
Private Club Member	+ $30 / M
Geo-State, SCF, Zip	+ $10 / M
Geo-Census Block Group	+ $15 / M
Shipping - Diskette / CD	+ $25 / F
Shipping – Email	No Charge
Shipping - FTP	+ $50 / F
Shipping – P/S Labels	+ $50 / M

Ordering / Count Requests

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