



Gambling | Email & Postal

United States - Over 9,367,112 email records

United States - Over 18,523,456 email records

Direct Web Advertising's (DWA) Gambling Data Card is comprised of casino gambling enthusiasts who opt-in to receive offers and information for gambling.

Gender

Male 55%

Female 45%

Selects

Email	Postal	Price
Telephone number		
	9,073,814	\$20/M

Occupation:

Administrative/Managerial		
1,290,597	2,499,623	\$110/M
Clerical/White Collar		
581,881	1,126,983	\$110/M
Craftsman/Blue Collar		
1,133,266	2,194,905	\$110/M
Education		
3,816	7,390	\$110/M
Financial		
2,459	4,762	\$110/M
Legal		
652	1,264	\$110/M
Medical		
694	1,345	\$110/M
Military		
4,941	9,569	\$110/M
Professional/Technical		
2,092,074	4,051,919	\$110/M
Sales/Services		
476,203	922,307	\$110/M
Self employed (SE)		
138,583	268,407	\$110/M
Professional/Technical (SE)		
252,880	489,777	\$110/M
Management (SE)		
132,385	256,403	\$110/M
Clerical (SE)		
19,415	37,604	\$110/M
Blue Collar (SE)		
106,680	206,617	\$110/M
Student		
73,463	142,283	\$110/M

Email	Postal	Price
Income:		
15,000		
512,685	992,965	\$15/M
15,000 - 19,000		
511,104	989,905	\$15/M
20,000 - 29,000		
1,115,951	2,161,368	\$15/M
30,000 - 39,000		
1,349,528	2,613,760	\$15/M
40,000 - 49,000		
3,288,117	6,368,410	\$15/M
50,000 - 74,000		
1,251,073	2,423,072	\$15/M
75,000 - 100,000		
1,090,794	2,112,644	\$15/M
101,000 - 124,000		
546,331	1,058,131	\$15/M
125,000+		
810,897	1,570,542	\$15/M
15,000		
512,685	992,965	\$15/M

Specific Interest:

Email	Postal	Price
Art and antiques		
1,064,809	2,062,317	\$15/M
Collectibles		
2,989,548	5,790,141	\$15/M
Cultural and art events		
1,911,303	3,701,802	\$15/M
Foreign travel		
811,157	1,571,045	\$15/M
Gourmet food		
1,565,992	3,033,006	\$15/M
Home workshop		
2,355,889	4,562,875	\$15/M
Photography		
1,749,059	3,387,570	\$15/M
RV Owner		
2,362,634	4,575,938	\$15/M
Stock/Bond Investor		
1,247,575	2,416,297	\$15/M
Travel in US		
1,895,809	3,671,793	\$15/M
Wine		
1,054,090	2,041,556	\$15/M

Pricing

Email CPM: \$270

Postal CPM: \$110

Maintenance: Quarterly

Deliverability: 93% Guaranteed

Minimum Order: 5,000 records

Email Data Source: Internet/Online/Web Registration

Postal Data Source: Compiled

*A \$50.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.