



### Customer Profile

Gender: 55% Male, 45% Female  
Age: 63% between 25 and 49  
HHI: 60% earn \$75K+



### Records Available

Direct Mail: 15 Million  
Records \$90/M

Direct Email: 1.5 Million  
Records \$90/M



### Selection Available

Gender, Sport, Age, Geography  
Registration Recency (L12M, L6M,  
L3M, L1M)



### Additional Information

Cancellations: \$50  
Flat Fee with \$8/M Charges  
Sample Mailing Piece Required



### Our Active Consumer

As part of the Active Network, Inc. the leading provider of software and technology solutions for participatory sports and activities, we work with thousands of facilities and events each year to power the things people love to do. This gives us unprecedented access to consumers that are participating in their favorite activities including running, soccer, golf, yoga, lacrosse and over 80 other sports activities and events.

With over 21 million registered users and 100,000 events listed annually on our web sites including Active.com, eteamz.com, activegolf.com and other consumer properties, we offer marketers broad access to active-minded consumers. Active's unprecedented insight into this consumer base provides marketers a unique opportunity to reach highly targeted audiences with a more focused, relevant message resulting in a higher response rate than available with aggregated data sources.

Our lists are 100% self reported and homegrown through the registration process by giving our registered members the opportunity to opt- in to receive special offers. Data is regularly scrubbed and updated to ensure every list is accurate for our clients.

We can segment these lists by gender, demographic and sport information while also appending HHI, market penetration, housing status and presence of children. For additional value to your direct marketing campaign we can compliment programs with online advertising through Active's web properties, brand sampling and grassroots marketing efforts to create a fully integrated communication platform targeting active, passionate consumers.

\*NCOA User \*\* Comscore User

## What Makes our Audience Different?

With access to over 80 sports and activities, we connect marketers to a wide range of active consumer groups. From endurance or youth sports participants to outdoor enthusiasts, Active Marketing Group can help marketers reach their desired audience. And our members are true, proven participants, willing to pay for their passions. Our database consists of dedicated sports and activity enthusiasts, paying an average of \$47.95 per registration.

In addition to the primary selects like gender, age, and recency, we are able to help you dive deep into our database to identify the individuals that will best fit your brand objectives. The available selections we provide within our database are vast, based on our expansive access to various sports and activities. The following are just a few examples of lifestyle category selections we can pull to better target your desired consumer group:



### Endurance Sports Participants

Half Marathon and Marathon Runners • Cyclists • Triathletes



### Charity/Cause-Related Events Participants



### Team Sports Participants

Soccer • Baseball • Softball • Basketball • Football • Lacrosse • Volleyball • Hockey  
Field Hockey • Cheerleading



### Individual Sports Participants

Running • Walking • Golf • Bowling • Wrestling



### General Fitness Participants

Aerobics • Fitness • Running • Walking • Weightlifting/Bodybuilding • Yoga



### Racquet Sports Participants

Tennis • Badminton • Racquetball • Squash



### Water Sports Participants

Swimming • Water Polo • Water Skiing • Sailing • Scuba/Snorkeling



### Action Sports Enthusiasts

Skating • Skateboarding • Surfing • Mountain Biking • Skiing • Snowboarding • Skydiving



### Outdoor Enthusiasts

Outdoor Sports • Hunting • Fishing • Climbing • Hiking • Adventure Racing • Cyclo Cross  
Mountain Biking • Kayaking/Canoeing • Rowing • Orienteering



### Life Stages

College Students • High School Students • Junior High School Students • Teens • Pre-Teens  
Mature Adults • Living Healthy • Busy Moms and Families • Travelers • New Registrants  
Longstanding Registrants • Multiple Registrants

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## How to Utilize Our Consumer Database?

Active Marketing Group connects clients to active, paying consumers who spend money on the events and activities that keep them happy, healthy and active. Our audience is filled with a variety of different types of registrants: multiple activity registrants, new and existing registrants, registrants who use Active to train and prepare for their events, registrants with active accounts, registrants who communicate online with other registrants...the list goes on and on! Bottom line, our consumers come to Active to register and sign up for activities they are dedicated to and passionate about, whether it's a 5K race or a community center cooking class.

And, over the years, we have developed deep relationships with our users and have provided them with unique information, tools and services to fuel their dedicated passions. We now offer marketers the largest and most valuable database of active-minded consumers available. At Active, we can segment our user list anyway you need, from life stages of a particular consumer group, to special activities or sports, to participant type and age. The following are just a few examples of how marketers can utilize our consumer database and create lists that benefit their campaign:

### Catalogers:



#### Industry: Computer Manufacturer

Target Consumer: Electronically Savvy, Technically Interested, Frequent Online User  
Lifestyle Categories to Utilize: Endurance, Individual Sports, Team Sport



#### Industry: Banking/Insurance

Target Consumer: Affluent, Family Oriented, Financially Driven, Community Influencer  
Lifestyle Categories to Utilize: Outdoor, Charity/Cause Related, Mature Adults, Living Healthy, Travelers



#### Industry: Hospitality/Travel

Target Consumer: Affluent, Business Oriented, Financially Driven, Active Adult  
Lifestyle Categories to Utilize: Travelers, Individual Sports, Water Sports, Team Sports



#### Industry: Speciality Retailer (ex. Natural Foods)

Target Consumer: Busy, Healthy Families, Health Oriented, Active Lifestyle  
Lifestyle Categories to Utilize: Busy Moms and Families, General Fitness, Outdoor, Mature Adults, Living Healthy

## Our Client Success Stories

Our clients come to Active Marketing Group to utilize our vast and extensive database and for the access we provide to consumers who participate in over 80 sports and activities nationally. Here are a few of the clients that have found success in Active Marketing Group's access to a wide range of consumer groups and interests:

### Catalogers:



### Publishers



### Charities/Fund Raisers



### Email Customers



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