

# Pioneer Horse Racing Information

## POSTAL MAILING LIST

Pioneer Horse Racing Information is one of a number of gambling/business opportunity lists which Hilite has recently taken on management of. Smaller lists are often a mailer's best friend as the individuals on these files are often more qualified buyers than those from a larger list.



Names on this file are mostly male and have responded to direct mail. They have all signed up to receive regular tips and have paid commissions between £100 and £5000 for winning tips provided in the last 12 months.

These names should prove excellent for Business Opportunities and Gambling offers alike.

## CUSTOMER PROFILE

- 90% Male
- Active Tipsters
- Horse Racing Enthusiasts
- 80% Multi Buyers
- Aged 35+

## RECOMMENDED USES

- Gambling
- Business Opportunity
- Investment Related Offers
- Investment Promotions
- Property Offers

## ALTERNATIVE LISTS

In addition to this database, we can strongly recommend the following highly responsive lists to target.

- SERIOUS ONLINE MONEY
- STRATEGEM
- MT RACE TIP SUBSCRIBERS
- DEAN HUDSON RACING

## REQUIREMENTS OF USE

- Minimum Order: 1,000
- Smaller order surcharges on all orders from 1,000 to 2,999
- Prices are for a one-time mailing use only
- Please call for prices for Multi-Use

## LIST DETAILS

### QUANTITY

- 3,594 Postal Addresses

### COSTS

- Cost per 1,000 £195.00
- Small Order Surcharge £35.00
- Processing Fee £50.00
- Address Labels per 1,000 £20.00

### SELECTION OPTIONS PER 1,000

- Gender £20.00
- Geographical £20.00

CALL HILITE TODAY ON +44(0) 1474 874848  
OR EMAIL [SALES@HILITEDMS.CO.UK](mailto:SALES@HILITEDMS.CO.UK)

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**HILITE**

Direct Marketing Services

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