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AskMen Email Masterfile

31,772 Subscribers

\$200/M*

Monthly and quarterly hotlines available

AskMen.com is one of the top online destinations for men. It's designed to provide men with daily features on subject matter that interests the general male population. What is its mission? To offer men candid advice that is useful, practical and entertaining. AskMen.com addresses issues regarding dating, women, fashion, money, fitness, and entertainment. Offering advice that is too complicated or unrealistic does not serve any viable purpose, therefore it deals with topics that can be incorporated into men's daily lives. Unlike other men's sites or magazines, AskMen.com updates every day, with new articles that focus on matters that men deem relevant and practical. The site also provides men with helpful suggestions for everything from career advice and first dates, to gifts and efficient cars. Its objective is to help men.

<u>Interests</u>	<u>Counts</u>	<u>Interests</u>	<u>Counts</u>
Asthma	3,694	Small Business Owners	8,646
Autos	6,997	Software	6,146
Business Travel	5,363	Sports And Recreation	10,615
Cholesterol	6,693	Surveys	8,210
Contest And Sweepstakes	6,088	Travel And Leisure	15,413
Depression	8,001	Webmasters	3,950
Desktops	7,078	Weddings	4,309
Diabetes	3,692		
Diet And Nutrition	27,914		
Ecommerce	6,132		
Entertainment	11,858		
Entrepreneurs	11,619		
Family	7,760		
Football	7,245		
Free Stuff	10,205		
Health And Fitness	21,031		
Investing And Finance	11,511		
It Professionals	7,168		
Mortgages	4,109		
Movies And Entertainment	12,815		
Music	12,439		
Online Shopping	5,106		
Parenting	6,390		
Romance	19,319		
Sexual Health	22,252		

Contact listinfo@returnpath.net for additional categories of interest.
 Targeting is determined by subscriber-selected categories of interest. List rental is limited to relevant offers.

Last Updated: 02-06-08
 Counts Updated Daily
 Minimum order: 10,000 names
 Source: 100% double opt-in (Internet)
 * List prices may vary by list source and market segment

- Orders Include:**
 (At no additional charge)
- Merge/Perge of concurrent orders
 - Previous order omits
 - HTML and rich media
 - HTML open rate and click through tracking accessible online
 - Image hosting
 - 24 to 48 hour turn around time
 - A/B splits (\$50 per additional creative)

Selection Charges:

Age	\$10/M
Gender	\$10/M
Income	\$10/M
SCF/Zip	\$10/M
State	\$10/M
Country	\$10/M
Domain	\$30/M
Transmission	\$30/M
3rd Party Merge/Purge*	\$300/M
Internal File Suppression:	
Less than 250,000 records	\$250/F
Over 250,000 records	\$500/F
Recency:	
90 Day	\$10/M
30 Day	\$15/M

*(Approved service bureaus only)

With more than 33 million double opt-in, highly targeted email prospects to choose from, customer acquisition can be easy and effective. Return Path's Postmaster Direct database is the only fully patented, double opt-in list rental option, ensuring relevant and targeted data from qualified, engaged prospects.

For more information please contact:
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