

American College of Sports Medicine



27,204	ACSM Masterfile	\$250/M
14,493	US Members	\$250/M
17,055	ACSM Certified	+\$25/M
3,390	non-US Members	+\$25/M

The American College of Sports Medicine is the world's largest multidisciplinary sports medicine and exercise science organization. Dedicated to improving the quality of life for people around the world, more than 20,000 International, National, and Regional Chapter members search for and find methods that allow everyone to live a healthier, more productive life. ACSM is internationally known as the leading source of state-of-the-art research and information on sports medicine and exercise science.

Members are interested in exercise physiology, biochemistry, motor control, psychology, athletic medicine, sociology of sports, rehabilitation, or growth and development, and stay up to date with *Medicine & Science in Sports & Exercise*®, *Sports Medicine Bulletin* and *Exercise and Sport Sciences Reviews*.

Please see next page for selections from the Masterfile.

Address Type: 24% Business 76% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 42%
- Female 50%

If this list interests you, we also manage:

American College of Chest Physicians
 American College of HealthCare Administrators
 American College of Occupational Health Nurses
 American School Health Association
 American Thoracic Society
 Bureau of Education & Research (Phys Ed Select)

Selections Available:

Occupation	\$20/M
Prof Interest Area	\$20/M
Member Type	\$20/M
State, SCF	\$10/M
Nth Select	N/C

Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

File Update:	Quarterly
Last Update:	2/10

TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn around once sample is approved
- First time customers must prepay
- Consumer offers reviewed individually
- For rush orders less than 48 hrs, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment required for orders cancelled after mail date

MGI believes the data contained within this list to be correct, but cannot guarantee accuracy or outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

SPECIALIZED SELECTIONS -- ACSM Masterfile (US)

(Raw counts before duplicates are removed)

<u>Member Type</u>	<u>raw counts</u>
Alliance	4,487
Graduate	1,275
Student Alliance	1,125
Professor/Professional	4,863
Undergraduate	1,020

<u>Occupation</u>	<u>raw counts</u>
Exercise Physiologist.....	947
Applied Physiologist.....	135
Family General Practice	683
Orthopedic Surgery.....	393
Student	3,275
Alliance of Health & Fitness Professionals	4,667
Athletic Trainer	161
Physical Therapist.....	168
Nutritionist	70
Internal Medicine.....	116
Health Educator	122
Physical Educator	136
Biomechanist	88
Other Basic & Applied Science	853
Pediatrics.....	84
Psychiatrist.....	190
Other MD/DO or Equivalent	560
Other Health Care Specialist.....	646
Professor.....	132

<u>Interest Areas</u>	<u>raw counts:</u>
Alliance of Health & Fitness Professionals	5,670
Basic & Applied Medicine	4,298
Exercise & Allied Health	2,094
Medicine	2,326

<u>ACSM Product Code</u>	<u>raw counts</u>
Certified Personal Trainer.....	6,150
Exercise Specialist	2,314
Exercise Test Technologist	301
Group Leader Exercise	308
Health/Fitness Director	75
Health/Fitness Instructor	7,945
Program Director	131
Registered Clinical Exercise Psyc.....	675