ACTIVE OUTDOOR SPORTS ENTHUSIASTS

1,405,127	OUTDOOR ENTHUSIAST	$55.00/M	
897,742	MAIL ORDER BUYER	+$10.00/M	GENDER:
	6 MONTH HOTLINE	+ $5.00/M	
	3 MONTH HOTLINE	+$10.00/M	
	1 MONTH HOTLINE	+$15.00/M	
	MAIL ADDRESSES INQUIRE		CAN SELECT

THESE ACTIVE ENTHUSIASTS ENJOY A LIFESTYLE THAT INCLUDES OUTDOOR SPORTS SUCH AS GOLF, MOUNTAIN BIKING, TENNIS, SCUBA DIVING, HUNTING, FISHING AND BOATING. THESE HOUSEHOLDS, WHERE ONE OR MORE INDIVIDUALS ENJOY THESE ACTIVITIES, ENGAGE IN INDIVIDUAL PARTICIPATION AS WELL AS GROUP OR TEAM COMPETITIONS.

ADDRESSING:
EMAIL/FTP
CD ROM
DISKETTE

KEYING: 2.00/M

SPORTS INTEREST $10/M:

GOLF	RUNNING/JOGGING
SALTWATER FISHING	FRESHWATER FISHING
HUNTING	BICYCLING
SAIL BOATING	POWER BOATING
SCUBA DIVING	WATER SKIING
SNOW BOARDING	SNOW SKIING
MOUNTAIN BIKING	HIKING
HORSEBACK RIDING	TENNIS
SKATEBOARDING	MOTORCYCLING

AVID ACTIVE (2+ SPORTS)
TRI ATHLETE (3+ SPORTS)

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

WITH AN AVERAGE AGE OF 30 AND AN AVERAGE HOUSEHOLD INCOME OF $65K THESE OUTDOORSMEN AND WOMEN ARE COMMITTED TO MAINTAINING A HEALTHY LIFESTYLE.

DEMOGRAPHICS AVAILABLE AT $10/M:

AGE	ETHNICITY
INCOME	CHILDREN'S AGE
HOMEOWNER	CHILDREN'S GENDER
LENGTH OF RESIDENCE	PRESENCE OF CHILDREN

LIFESTYLE SELECTIONS AVAILABLE AT $15/M:
OCCUPATION
MARITAL STATUS
MAIL ORDER BUYER
CREDIT CARD BUYER
INFERRED CREDIT SCORE

ALL ORDERS CANCELLED AFTER THE MAILDATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM $50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

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ACTIVE OUTDOOR SPORTS ENTHUSIASTS (CONTINUED)

SELECTIONS:	STATE, SCF, ZIP	$6.00/M
	DEMOGRAPHIC SELECTIONS	$10.00/M
	LIFESTYLE SELECTIONS	$15.00/M
	6 MONTH HOTLINE	$5.00/M
	3 MONTH HOTLINE	$10.00/M
	1 MONTH HOTLINE	$15.00/M
	ELECTRONIC DELIVERY	$50.00

CONTACT LIST MANAGER: scott@midwestdm.com