

ALASKA HUNTING & FISHING

368,932	12 MONTH SPORTSMEN	\$70.00/M	UNIT OF SALE:
211,876	RESIDENT FISHING	\$75.00/M	\$15.00 - \$1,500.00
159,133	NON-RESIDENT FISHING	\$75.00/M	
56,029	RESIDENT HUNTING	\$75.00/M	GENDER: 85% MALE
13,987	NON-RESIDENT HUNTING	\$75.00/M	CAN SELECT
13,104	TRAPPING	\$75.00/M	
169,224	BIG GAME HUNTERS	\$75.00/M	ADDRESSING:
	6 MONTH HOTLINE	\$5.00/M	SEE SELECTIONS
	3 MONTH HOTLINE	\$10.00/M	
	1 MONTH HOTLINE	\$15.00/M	
	NON-PROFIT RATE	\$55.00/M	
	EMAIL ADDRESSES - INQUIRE		

OUTDOORSMEN INTERESTED IN ALL ASPECTS OF THE GREAT ALASKAN OUTDOORS INCLUDING HUNTING, FISHING, TRAPPING, CAMPING, HIKING, GUN SPORTS, PHOTOGRAPHY AND MORE.

KEYING: \$3.00/M
MINIMUM ORDER: 5,000

THESE AVID SPORTSMEN HAVE PURCHASED LICENSES TO HUNT BIG GAME AND SMALL GAME INCLUDING BEAR, MOOSE, ELK, DEER, SHEEP, CARIBOU AND WILDFOWL.

SAMPLE REQUIRED
UPDATED MONTHLY

THE FISHERMEN SPEND HUNDREDS OF DOLLARS ANNUALLY TO CATCH SALMON, TROUT AND OTHER NATIVE FISH OF THE ALASKAN REGION. MANY OF THESE OUTDOORSMEN OWN RV'S, SUV'S AND TRUCKS. INQUIRE FOR SPECIFIC COUNTS.

THIS FILE HAS BEEN MATCHED TO A NATIONAL CONSUMER DATABASE TO IDENTIFY MAIL ORDER BUYERS, SUBSCRIBERS AND OTHER CONSUMER DEMOGRAPHIC AND BUYING HABITS.

ALASKA IS ONE OF THE PREMIER VACATION SPOTS IN AMERICA. SURVEYS INDICATE THAT 87% OWN THEIR OWN HOMES. AVERAGE AGE IS 35-50 WITH INCOMES IN THE \$65,000 RANGE.

ALL ORDERS CANCELLED AFTER MAIL DATE 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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

(CONTINUED ON NEXT PAGE)

ALASKA HUNTING & FISHING (CONTINUED)

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
PHONE NUMBERS	\$30.00/M
6 MONTH HOTLINE	\$5.00/M
3 MONTH HOTLINE	\$10.00/M
1 MONTH HOTLINE	\$15.00/M
CREDIT CARD	\$10.00/M
GUN OWNERS	\$6.00/M
RV OWNERS	\$15.00/M
DONOR TO NON-PROFIT CAUSES	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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