

COLORADO OUTDOOR SPORTS

220,693	ACTIVE 12 MONTH SPORTSMEN		\$75.00/M
158,341	12 MONTH BUYERS	ADD	\$10.00/M
54,629	12 MONTH SUBSCRIBERS	ADD	\$10.00/M
	6 MONTH HOTLINE	ADD	\$10.00/M
	3 MONTH HOTLINE	ADD	\$15.00/M
	1 MONTH HOTLINE	ADD	\$20.00/M
	EMAIL ADDRESSES	INQUIRE	

COLORADO OFFERS SPORTSMEN WITH PLACES TO HUNT, FISH AND CAMP AT AFFORDABLE PRICES. MANY ARE MEMBERS OF THE AMERICAN WILDLIFE ASSOCIATION AND OTHER CLUBS & ASSOCIATIONS.

GENDER: 78% MALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

WITH AN AVERAGE INCOME OF \$50,000 AND AN AVERAGE AGE OF 50, THE MAJORITY OF THESE OUTDOORSMEN HAVE AT LEAST ONE BANK CARD AND ONE RETAIL CREDIT CARD AND MANY OWN SPORT UTILITY VEHICLES OR FULL SIZE PICK-UP TRUCKS.

KEYING: 2.00/M

MINIMUM ORDER:
5,000

THESE SPORTSMEN ARE LOOKING FOR BARGAINS IN CAMPING, HUNTING AND FISHING SUPPLIES, AS WELL AS TRAVEL AND HOTEL ACCOMMODATIONS.

SAMPLE REQUIRED

ADDITIONAL SELECTIONS AT \$10/M:

HUNTING	SKIING
FISHING	SNOWMOBILING
CAMPING	FLY FISHING
HIKING	RV CAMPING

UPDATED MONTHLY

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.
ALL ORDERS CANCELLED AFTER THE 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: ACTIVE MEMBERSHIPS, DIRECT MAIL
MAGAZINE SUBSCRIBERS, TRADE SHOW
ATTENDEES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
DONORS & CONTRIBUTORS	\$10.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BONNIER CORPORATION	FOOD BANKS
ELSEVIER SCIENCE TECH	SPORTSMAN'S GUIDE

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