

GREAT OUTDOOR FAMILIES

6,668,398	12 MONTH MASTERFILE		\$60.00/M	
4,334,458	6 MONTH MASTERFILE	ADD	\$10.00/M	
2,817,397	3 MONTH MASTERFILE	ADD	\$20.00/M	
956,422	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 85% MALE
3,405,749	PRODUCT BUYERS	ADD	\$10.00/M	CAN SELECT
1,606,983	PRODUCT SUBSCRIBERS	ADD	\$10.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING: SEE SELECTIONS

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE BELOW.

THE GREAT OUTDOOR FAMILIES DATABASE REPRESENTS THE CORE OF AMERICAN FAMILIES WHO HAVE RELIED ON OUTDOOR INTERESTS AND ACTIVITIES TO HELP MAINTAIN HEALTHY MINDS AND BODIES. THESE OUTDOOR ORIENTED FOLKS HAVE EXPRESSED INTEREST OR PURCHASED PRODUCTS THROUGH MAIL ORDER FOR HUNTING, FISHING, CAMPING, BIKING, RUNNING, BOATING, COOKING, ENVIRONMENTAL, HORSES, PETS AND CRAFTS. THESE ACTIVE CONSUMERS ARE HOME OWNERS WITH AN AVERAGE INCOME IN THE \$50'S. THE "PRIME TIME SPORTSMEN" SELECT REPRESENTS THE ACTIVE OUTDOORSMAN WITH "BUYING POWER" AS THIS GROUP IS MORE MATURE, AND ACTIVELY INVOLVED IN ALL ASPECTS OF OUTDOOR LIFE. DIRECT MAIL ALLOWS THESE FAMILIES TO FULFILL THEIR DESIRES FOR OUTDOOR SERVICES AND MERCHANDISE, MEMBERSHIPS, VACATIONS, CASUAL APPAREL AND ITEMS FOR THE HOME AND WORKSHOP AND GOLF COURSE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE:

CHILDREN	AGE	HOME VALUE	INCOME
MORTGAGE DATA	CREDIT SCORE	LENGTH OF RESIDENCE	

ADDITIONAL SELECTIONS AVAILABLE AT \$6.00/M:

WATERFOWL HUNTERS 271,896	BICYCLING 153,412
TURKEY HUNTERS 178,876	SNOW SKIING 172,569
PRIMITIVE ARMS 85,439	BASKETBALL 65,419
ARCHERY/BOW HUNTERS 464,666	FOOTBALL 230,987
CAMPING 2,926,017	BASEBALL 188,743
COOKING 285,389	SAILING 128,679
GOURMET & WINE 246,113	HOCKEY 60,123
CIGAR AFICIONADO 446,893	TENNIS 121,797
HEALTH/FITNESS 239,118	SCUBA DIVING 77,222
RUNNING/JOGGING 76,694	WEIGHT LIFTING 41,414
HEALTH WALKING 175,122	NASCAR 223,976
SPORTS MAGAZINES 219,396	WOODWORKING 442,127
BIRD WATCHING 30,484	CRAFTS/SEWING 315,228
GOLF ENTHUSIASTS 351,768	RV OWNERS 1,008,766
MOTORCYCLE RIDING 74,127	COUNTRY MUSIC 201,778
HORSE ENTHUSIASTS 193,009	CHRISTIAN MUSIC 60,133
VACATION TRAVELERS 305,743	FLOWER GARDEN 83,096
VEGETABLE GARDEN 306,375	
GUNS & HUNTING BY TYPE 2,591,628	

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GREAT OUTDOOR FAMILIES (CONT'D)

FISHING (SALT OR FRESH) 1,460,005
PET OWNERS BY TYPE 725,126
BOATING/BOAT OWNERS BY TYPE 2,443,014
PRIVATE AIRCRAFT PILOTS 517,276
MILITARY HISTORY 35,539
ENVIRONMENTAL DONORS 770,523
DONORS/CONTRIBUTORS 1,561,579

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: MAILIST AMERICA, CATALOGS, MAGAZINES,
WARRANTY CARDS, MEMBERSHIPS, DNR, SPACE,
INTERNET BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CARRIER RT CODE	\$6.00/M
PRESORTING	\$8.00/M
KEY CODING	\$2.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
HOMEOWNER	\$10.00/M
LENGTH OF RESIDENCE	\$10.00/M
HOME VALUE	\$10.00/M
CREDIT SCORE	\$10.00/M
MORTGAGE DATA	\$10.00/M
DWELLING TYPE	\$10.00/M
INCOME	\$10.00/M
LIFESTYLE	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
NUMBER OF CHILDREN	\$10.00/M
EDUCATION LEVEL	\$10.00/M
HISPANIC FAMILIES	\$20.00/M
TELEPHONE NUMBERS	\$30.00/M
MARITAL STATUS	\$10.00/M
CREDIT CARD	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com