

**GREAT OUTDOOR FAMILIES**

6,667,641	12 MONTH MASTERFILE		\$60.00/M	
4,331,673	6 MONTH MASTERFILE	ADD	\$10.00/M	
2,814,580	3 MONTH MASTERFILE	ADD	\$20.00/M	
1,004,122	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 85% MALE
3,402,679	PRODUCT BUYERS	ADD	\$10.00/M	CAN SELECT
1,599,037	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 272,311	BICYCLING 153,968
TURKEY HUNTERS 179,437	SNOW SKIING 173,043
PRIMITIVE ARMS 85,451	BASKETBALL 66,124
ARCHERY/BOW HUNTERS 465,008	FOOTBALL 231,229
CAMPING 2,927,845	BASEBALL 189,647
COOKING 287,493	SAILING 128,924
GOURMET & WINE 247,008	HOCKEY 60,659
CIGAR AFICIONADO 446,928	TENNIS 121,937
HEALTH/FITNESS 258,596	SCUBA DIVING 77,348
RUNNING/JOGGING 77,811	WEIGHT LIFTING 41,765
HEALTH WALKING 187,423	NASCAR 225,124
SPORTS MAGAZINES 219,421	WOODWORKING 442,841
BIRD WATCHING 31,028	CRAFTS/SEWING 315,796
GOLF ENTHUSIASTS 351,947	RV OWNERS 1,009,004
MOTORCYCLE RIDING 74,685	COUNTRY MUSIC 201,829
HORSE ENTHUSIASTS 194,593	CHRISTIAN MUSIC 60,342
VACATION TRAVELERS 306,229	FLOWER GARDEN 83,749
VEGETABLE GARDEN 306,942	
GUNS & HUNTING BY TYPE 2,595,043	

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**Midwest Direct Marketing, Inc.**

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**GREAT OUTDOOR FAMILIES (CONT'D)**

FISHING (SALT OR FRESH) 1,472,296  
PET OWNERS BY TYPE 726,493  
BOATING/BOAT OWNERS BY TYPE 2,444,178  
PRIVATE AIRCRAFT PILOTS 517,694  
MILITARY HISTORY 35,622  
ENVIRONMENTAL DONORS 771,643  
DONORS/CONTRIBUTORS 1,571,329

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

\*\*\*USAGE\*\*\*

CABELA'S	SPRINGTIME, INC.
CIGARS INTERNATIONAL	ZOOLOGICAL SOCIETY
NRA	

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