

**GUN, RIFLE AND SPORTING GOOD BUYERS**

2,756,429	12 MONTH BUYERS		\$75.00/M	UNIT OF SALE:
	RIFLE	ADD	\$10.00/M	\$200.00 AVERAGE
	SHOTGUN	ADD	\$10.00/M	
	PISTOL	ADD	\$10.00/M	GENDER: 90% MALE
	CONCEAL CARRY	ADD	\$10.00/M	CAN SELECT
	ARCHERY	ADD	\$10.00/M	
	SURVIVAL PRODUCTS	ADD	\$10.00/M	
	MILITARY PRODUCTS	ADD	\$10.00/M	ADDRESSING:
	TOOLS	ADD	\$10.00/M	SEE SELECTIONS
	KNIVES	ADD	\$10.00/M	
1,791,938	6 MONTH BUYERS	ADD	\$5.00/M	KEYING: \$2.00/M
1,163,036	3 MONTH BUYERS	ADD	\$10.00/M	
421,089	1 MONTH BUYERS	ADD	\$15.00/M	MINIMUM ORDER:
	EMAIL ADDRESSES - INQUIRE			5,000

AVID GUN ENTHUSIASTS AND OUTDOORSMEN WHO HAVE ACTUALLY PURCHASED A HANDGUN, RIFLE OR BOW FROM A PAWN SHOP, RETAILER OR OTHER OUTLET. THESE BUYERS SPEND THEIR MONEY WISELY FOR TOP QUALITY GUNS, GEAR AND ACCESSORIES.

SAMPLE REQUIRED  
UPDATED MONTHLY

MOST OF THESE BUYERS USE THEIR GUNS FOR TARGET PRACTICE, HUNTING AND/OR HOME PROTECTION. THEY BELIEVE IN THEIR SECOND AMENDMENT RIGHTS TO KEEP AND BEAR ARMS. MOST GUN BUYERS HAVE UNDERGONE EXTENSIVE BACKGROUND CHECKS AND HAVE BEEN APPROVED TO OWN GUNS.

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

SOURCE: PAWN SHOPS, RETAIL SALES, OUTLET SALES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$10.00/M
PHONES	\$30.00/M
AGE OR INCOME	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320  
Email: [info@midwestdm.com](mailto:info@midwestdm.com)