

**HUNTING AND FISHING AFICIONADOS**

00202

1,870,692	12 MONTH HUNTING ENTHUSIASTS	\$60.00/M	
1,146,781	12 MONTH FISHING ENTHUSIASTS	\$60.00/M	GENDER: 85% MALE
639,423	12 MONTH HUNTING MOB	\$70.00/M	CAN SELECT
684,079	12 MONTH FISHING MOB	\$70.00/M	ADDRESSING:
	6 MONTH HOTLINE	ADD \$10.00/M	SEE SELECTIONS
	3 MONTH HOTLINE	ADD \$15.00/M	
	1 MONTH HOTLINE	ADD \$20.00/M	
	EMAIL ADDRESSES	INQUIRE	
	NON-PROFIT RATE	\$55.00/M	
			KEYING: \$3.00/M

THESE AVID HUNTERS AND FISHERMEN TRAVEL TO SOME OF THE MOST BEAUTIFUL LAKES AND WOODED AREAS IN THE UNITED STATES TO PARTICIPATE IN THEIR FAVORITE OUTDOOR ACTIVITIES, HUNTING AND FISHING.

MINIMUM ORDER: 5,000  
SAMPLE REQUIRED

THEY SPEND EXCESSIVE AMOUNTS OF THEIR DISCRETIONARY INCOME ON ARCHERY EQUIPMENT AND SUPPLIES, GUNS, RIFLES, BOATS, APPAREL, FOOTWEAR AND GEAR RELATED TO THEIR OUTDOOR HOBBIES.

UPDATED MONTHLY

THESE HUNTERS AND FISHERMEN ARE PROVEN RESPONDERS TO MAGAZINE, VIDEO AND BOOK OFFERS RELATED TO THEIR SPORT.

ADDITIONAL SELECTS AVAILABLE:

- PRODUCT BUYERS                      CHILDREN AT HOME
- BOAT OWNERS                         MAGAZINE SUBSCRIBERS
- DOG OWNERS                         DONORS/CONTRIBUTORS

ALL ORDERS CANCELLED AFTER MAILDATE 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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GUN OWNERS	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$15.00/M
PRODUCT BUYERS	\$10.00/M
DONORS/CONTRIBUTORS	\$15.00/M
CREDIT CARD BY TYPE	\$20.00/M
TELEPHONE NUMBERS	\$30.00/M
ELECTRONIC DELIVERY	\$50.00

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