

**HUNTING AND FISHING AFICIONADOS**

00202

|           |                              |               |                  |
|-----------|------------------------------|---------------|------------------|
| 1,868,322 | 12 MONTH HUNTING ENTHUSIASTS | \$60.00/M     |                  |
| 1,145,469 | 12 MONTH FISHING ENTHUSIASTS | \$60.00/M     | GENDER: 85% MALE |
| 638,741   | 12 MONTH HUNTING MOB         | \$70.00/M     | CAN SELECT       |
| 683,164   | 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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