

1,695,623	12 MONTH SPORTSMEN	\$55.00/M	UNIT OF SALE:
1,044,986	GUNS/HUNTING	\$60.00/M	\$22.00 AVERAGE
438,722	FISHING	\$60.00/M	
254,769	CAMPING	\$60.00/M	GENDER: MOSTLY
62,784	ARCHERY	\$60.00/M	MALE
90,031	TURKEY	\$60.00/M	
129,744	DEER	\$60.00/M	ADDRESSING:
31,911	TROUT STAMPS	\$60.00/M	SEE SELECTIONS
79,958	WATERFOWL/DUCK	\$60.00/M	
79,797	QUAIL/UPLAND BIRD	\$60.00/M	KEYING: \$2.00/M
506,399	BOATING	\$60.00/M	
14,201	MUZZLELOADERS	\$60.00/M	MINIMUM ORDER:
63,884	SALT WATER FISHING	\$60.00/M	5,000
23,194	TRAPPING	\$60.00/M	
12,207	BEAR	\$60.00/M	SAMPLE REQUIRED
	BUYERS	ADD \$10.00/M	
	SUBSCRIBERS	ADD \$10.00/M	
	6 MONTH RECENCY	ADD \$10.00/M	UPDATED MONTHLY
	3 MONTH RECENCY	ADD \$15.00/M	
	1 MONTH RECENCY	ADD \$20.00/M	
	EMAIL ADDRESSES	INQUIRE	
	NON-PROFIT MAILERS	\$50.00/M	

ACTIVE OUTDOORSMEN WHO HAVE PURCHASED A STATE OR FEDERAL LICENSE TO HUNT, FISH, CAMP OR BOAT IN AMERICA'S GREAT OUTDOORS...OR A BUYER, SUBSCRIBER OR ATTENDEE OF AN OUTDOOR SHOW. THEY SPEND MONEY ON LICENSES, GUNS, HUNTING ACCESSORIES, RODS AND REELS, BOATS, OUTDOOR APPAREL AND ALL OF THE ACCESSORY ITEMS TO MAKE A SUCCESSFUL OUTDOOR ADVENTURE.

A PORTION OF EACH PERMIT OR LICENSE SOLD GOES DIRECTLY INTO FUNDS FOR WILDLIFE MANAGEMENT, CONSERVATION EFFORTS AND HABITAT MANAGEMENT. AVERAGE AGE IS 33 WITH AN AVERAGE INCOME OF \$36,000.

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: REGISTRATIONS, OUTDOOR SHOWS, DNR, SUBSCRIBERS AND MOB'S

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER, AGE, INCOME	\$7.00/M
PHONES	\$30.00/M
MAIL ORDER RESPONDERS	\$10.00/M
DONORS / CONTRIBUTORS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

USAGE

EARTH SUN MOON TRADING	PHEASANTS/QUAILS FOREVER
NRA	SPORTSMANS GUIDE

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