

**MISSOURI OUTDOORS**

1,250,171	12 MONTH SPORTSMEN	\$65.00/M	
697,422	HUNTING & GUNS	\$70.00/M	GENDER: 85% MALE
517,313	FRESHWATER FISHING	\$70.00/M	CAN SELECT
59,765	TROUT FISHING	\$70.00/M	
51,298	SMALL GAME	\$70.00/M	ADDRESSING:
5,964	TRAPPING	\$70.00/M	SEE SELECTIONS
169,738	BIRD HUNTING	\$70.00/M	
124,961	TURKEY HUNTING	\$70.00/M	
68,779	ARCHERY DEER/TURKEY	\$70.00/M	
354,437	DEER HUNTING	\$70.00/M	MINIMUM ORDER:
395,042	MAGAZINE SUBSCRIBERS	\$70.00/M	5,000
400,756	MAIL ORDER BUYERS	\$70.00/M	
	6 MONTH HOTLINE	ADD \$15.00/M	
	3 MONTH HOTLINE	ADD \$20.00/M	
	1 MONTH HOTLINE	ADD \$25.00/M	
	EMAIL ADDRESSES INQUIRE		SAMPLE REQUIRED
	NON-PROFIT RATE	\$60.00/M	
			UPDATED MONTHLY

HUNTING, FISHING AND AVID OUTDOOR ENTHUSIASTS WHO HAVE PAID THE STATE OF MISSOURI TO HUNT, FISH, TRAP AND ENJOY ALL ASPECTS OF MISSOURI'S GREAT OUTDOORS.

THESE SPORTSMEN SPEND HUNDREDS OF DOLLARS ANNUALLY TO PURCHASE THE GUNS, GEAR, CLOTHING, BOATS, DECOYS AND EQUIPMENT NEEDED TO PARTICIPATE IN THEIR FAVORITE OUTDOOR ACTIVITIES.

THESE ENVIRONMENTALLY CONSCIOUS CONSUMERS ARE THE LEADING CONTRIBUTORS TO ALL CONSERVATION EFFORTS IN MISSOURI. A PORTION OF ALL FEES ARE APPLIED TOWARDS STATE CONSERVATION AND WILDLIFE MANAGEMENT PROGRAMS.

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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

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

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