

SALT WATER FISHING

198,876	ACTIVE SALT WATER FISHERMEN	\$70.00/M	
	NON-PROFIT RATE	\$65.00/M	GENDER: 85% MALE
	6 MONTH HOTLINE	ADD \$5.00/M	CAN SELECT
	3 MONTH HOTLINE	ADD \$10.00/M	
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES	INQUIRE	

NOTHING IS BETTER THAN THE DRAMATICS AND AERIAL BALLET OF A HOOKED MARLIN OR A GREAT SHARK FIGHT. THESE AVID SALT WATER FISHERMEN SPEND THEIR LEISURE TIME AND EXPENDABLE INCOME ON THEIR SALT WATER PASSION.

ADDRESSING:
SEE SELECTIONS
KEYING: \$3.00/M

THESE FISHERMEN ARE REPRESENTED FROM COAST TO COAST AND ALL HAVE PAID FEES TO FISH FOR THEIR FAVORITE GAME OR FOOD FISH. MANY OF THESE SPORTSMEN PARTICIPATE IN THE CATCH AND RELEASE PROGRAMS ADVOCATED BY CONSERVATION GROUPS AND DNR'S.

MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATED MONTHLY

THE AVERAGE AGE IS 45 AND HOUSEHOLD INCOME IS \$140,000.

ADDITIONAL SELECTIONS INCLUDE :

HOUSEHOLD DEMOGRAPHICS	ADD \$15.00/M
HUNTERS	ADD \$15.00/M
MAGAZINE SUBSCRIBERS	ADD \$15.00/M
PRODUCT BUYERS	ADD \$15.00/M
DONOR/CONTRIBUTOR	ADD \$15.00/M

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
GENDER	\$6.00/M
CREDIT CARD BY TYPE	\$20.00/M
AGE OR INCOME	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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