

557,348	12 MONTH SPORTSMEN		\$55.00/M	
38,349	12 MONTH WATERFOWL		\$60.00/M	
53,819	12 MONTH TURKEY HUNTERS		\$60.00/M	
49,763	12 MONTH ARCHERY/BOW		\$60.00/M	GENDER: 90% MALE
417,049	12 MONTH FISHING		\$60.00/M	CAN SELECT
216,474	12 MONTH BOATING		\$60.00/M	
139,981	12 MONTH CAMPING		\$60.00/M	ADDRESSING:
58,842	12 MONTH UPLAND BIRD/QUAIL		\$60.00/M	SEE SELECTIONS
60,617	12 MONTH DEER HUNTERS		\$60.00/M	
	6 MONTH HOTLINE	ADD	\$10.00/M	
	3 MONTH HOTLINE	ADD	\$15.00/M	
	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		KEYING: \$2.00/M
	NON-PROFIT RATE		\$50.00/M	

OUTDOOR SPORTSMEN INTERESTED IN ALL ASPECTS OF THE GREAT OUTDOORS INCLUDING; HUNTING, FISHING, CAMPING, HIKING, RV TRAVELING, GUN SPORTS AND MUCH MORE.

MINIMUM ORDER: 5,000  
SAMPLE REQUIRED

THIS IS AN UNDUPLICATED DATABASE OF OUTDOOR NAMES IN THE TEXAS REGION FROM SUCH SOURCES AS THE LICENSED HUNTING, FISHING AND BOAT OWNERS FILES COMBINED WITH SEVERAL PAID AND CONTROLLED CIRCULATION PUBLICATIONS. THE DATABASE ALSO CONTAINS NAMES FROM CONSUMER REBATE AND WARRANTY CARD SOURCES SUCH AS GUN MANUFACTURERS AND OUTDOOR PRODUCT REBATE OFFERS. UPDATED MONTHLY

THESE AVID SPORTSMEN ARE PRIME PROSPECTS FOR MANY DIRECT MAIL OFFERS INCLUDING CATALOGS, MAGAZINES, INSURANCE, TRAVEL CLUBS, CONSERVATION EFFORTS AND OTHER OUTDOOR ORIENTED OFFERS.

CATEGORY SELECTS:

HUNTING (BY TYPE)	BOATING (BY SIZE/HORSEPOWER)
FISHING	CAMPING
	SUBSCRIBERS
	GUN OWNERS

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, LICENSEES, REBATES AND REGISTRATIONS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE, INCOME, CREDIT CARD	\$10.00/M
MAIL ORDER RESPONDER	\$15.00/M
PHONE NUMBERS	\$30.00/M
DONORS CONTRIBUTORS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)