

**WESTERN OUTDOORSMEN**

267,851	12 MONTH SPORTSMEN		\$75.00/M	
151,382	6 MONTH HOTLINE	ADD	\$10.00/M	GENDER: 87% MALE
	EMAIL ADDRESSES	INQUIRE		CAN SELECT

THESE ARE AVID OUTDOOR ENTHUSIASTS AND MANY ARE MEMBERS OF THE WILDLIFE ASSOCIATION. THEY ATTEND OUTDOOR TRADE SHOWS AND MANY HAVE BOOKED OUT OF STATE HUNTING AND FISHING TRIPS.

ADDRESSING:  
SEE SELECTIONS

WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$75,000 PER YEAR, THEY SPEND THOUSANDS OF DOLLARS ON GUNS AND AMMO; ARCHERY EQUIPMENT AND HUNTING APPAREL; FISHING TACKLE, RODS, REELS AND APPAREL, AND OTHER QUALITY ITEMS TO SUPPORT THEIR SPORT OF INTEREST.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 17  
NEXT: SEPTEMBER 17

TYPE OF ACTIVITY AT \$10.00/M INCLUDES:

HUNTING BIG GAME	HUNTING SMALL GAME
FRESHWATER FISHING	SALTWATER FISHING

THEY ARE AVID READERS. MANY PURCHASE BOOKS, VIDEOS AND SUBSCRIBE TO MAGAZINES THAT WILL TEACH THEM NEW TECHNIQUES, PROVIDE INFORMATION ON NEW TACKLE AND EQUIPMENT, AND KEEP THEM INFORMED OF TOURNAMENTS, GUIDED TRIPS AND AREAS OF SPECIAL INTEREST TO VISIT AND PARTICIPATE IN THEIR SPORT.

MANY ALSO DONATE TO LOCAL AND NATIONAL CONSERVATION AND ENVIRONMENTAL GROUPS TO PROTECT THE LANDS AND WATERWAYS FOR FUTURE GENERATIONS OF OUTDOORSMEN.

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: CLUB MEMBERS, TRADE SHOW ATTENDEES,  
INTERNET INQUIRIES, OUTDOOR MAGAZINE  
SUBSCRIBERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
DONORS	\$10.00/M
PRODUCT BUYERS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

NAT'L RIFLE ASSOC.                      SPORTSMAN'S GUIDE

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