

**SPORTS AFIELD**

36,690 ACTIVE SUBSCRIBERS

\$125.00/M

UNIT OF SALE:

\$34.97 AVERAGE

SPORTS AFIELD READERS ARE HIGH-INCOME, WELL-EDUCATED BIG-GAME HUNTERS WHO TRAVEL WITHIN NORTH AMERICA AND TO AFRICA TO SEEK THEIR HUNTING. THEY SPEND SIGNIFICANTLY ON FIREARMS AND AMMUNITION EACH YEAR. OVER 90% HAVE TRAVELED OUT OF STATE TO HUNT AND 80% PLUS HAVE HUNTED OUTSIDE THE U.S. ACTIVE SHOTGUNNERS ARE 48% OF THE MAGAZINE, AND MORE THAN 60% RELOAD. AROUND 25% HUNT WITH A BOW. THEY SPEND A GREAT DEAL ON RIFLES, OPTICS, TAXIDERMY AND CLOTHING AS WELL AS ON THE HUNT ITSELF. ALMOST ALL OWN RIFLES AND MANY SHOOT AT TARGETS OR HUNT VARMINTS TO KEEP THEIR SHOOTING SKILLS UP IN THE OFF SEASON.

GENDER: 73% MALE  
CAN NOT SELECT

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 25  
NEXT: SEPTEMBER 25

SPORTS AFIELD IS AMERICA'S ORIGINAL AND OLDEST OUTDOOR MAGAZINE AND IS DEVOTED TO BIG-GAME HUNTING IN NORTH AMERICA AND AFRICA WITH ADDITIONAL CONTENTS ON SHOTGUNNING. THE MAGAZINE, PUBLISHED SIX TIMES PER YEAR, FOCUSES ON HUNTS FOR TROPHY DEER AND ELK, BEARS, MOOSE, AS WELL AS BUFFALO, LION, LEOPARD AND ELEPHANT AND U.S. AND INTERNATIONAL BIRD SHOOTING. COVERAGE OF FINE U.S. AND EUROPEAN GUNS, OPTICS, CLOTHING, AND EQUIPMENT IS AN ESSENTIAL PART OF THE MAGAZINE.

## FROM OUR SURVEY:

\$211,000 AVERAGE HOUSEHOLD INCOME

AVERAGE HOUSEHOLD NET WORTH \$1.85 MILLION

89% COLLEGE GRADUATE

62% BOUGHT RIFLES/SHOTGUNS IN PAST 24 MONTHS

72% OWN A SUV

48% ENJOY BIRD SHOOTING

92% HAVE BEEN OUT OF STATE TO HUNT

83% HAVE BEEN OUT OF THE U.S. TO HUNT

63% HAVE BEEN OUTSIDE NORTH AMERICA TO HUNT

95% OWN HUNTING RELATED ART: BOOKS, BRONZES, PRINTS,  
AND PAINTINGS.

ALL LIST RENTALS REQUIRE RECIPROCITY WITH SPORTS  
AFIELD OFFERS.

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 \$150.00 CANCELLATION FEE.

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**Sports Afield (Continued)**

SOURCE: DIRECT MAIL SOLD

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP SELECT SET UP FEE	\$25.00
GENDER	\$6.00/M
EMAIL	\$60.00
FTP DELIVERY	\$75.00

\*\* USAGE \*\*

DUCKS UNLIMITED	NRA	ROCKY MOUNTAIN ELK
GRAY'S SPORTING JOURNAL	OUTDOOR SPORTSMAN	SHOOTING SPORTSMAN
HUNTING MAGAZINE	PHEASANTS FOREVER	
NAT'L ASSOC GUN RIGHTS	QUAIL FOREVER	

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