

**ACTIVE BOW HUNTERS**

225,251 12 MONTH BOW HUNTING LICENSE \$80.00/M

## EMAIL ADDRESSES - INQUIRE

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED A LICENSE TO HUNT DEER WITH A BOW AND ARROW. NON-RESIDENT ARCHERY HUNTERS TYPICALLY ENJOY HIGHER INCOME LEVELS AND SPEND \$1,000.00 MORE PER HUNT TO ENJOY THEIR HOBBY. THESE HUNTERS ALSO PURCHASE MANY ITEMS TO MAKE THEIR HUNTING OUTING A SUCCESS SUCH AS SUV'S, TRUCKS, ATV'S, RIFLES, SHOTGUNS, PISTOLS, AMMUNITION, ARCHERY EQUIPMENT, CAMPING AND COOKING GEAR, BOATS AND MOTORS, OUTERWEAR, RUGGED APPAREL, CAMOUFLAGE CLOTHING, DEER STANDS AND FEEDERS, GPS UNITS, AND DECOYS. THEY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND MAKE CONTRIBUTIONS AS MEMBERS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS. ARCHERY HUNTERS DON'T RESTRICT THEIR HUNTING ACTIVITIES TO ONLY WHITETAIL DEER AS THEY ALSO HUNT WILD TURKEY, DUCKS, GEESE, QUAIL AND DOVE.

GENDER: 83% MALE  
CAN SELECT

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: DECEMBER 18  
NEXT: JANUARY 20

THESE ACTIVE OUTDOOR PEOPLE HOLD THE TRADITIONAL AMERICAN VALUES OF FREEDOM AND SELF DETERMINATION. THEY TREASURE THEIR SECOND AMENDMENT CIVIL RIGHTS AND OFTEN FAVOR SMALLER GOVERNMENT. THEY ARE ON THE CONSERVATIVE SIDE OF THE POLITICAL SPECTRUM AND DONATE TO POLITICAL CAMPAIGNS THAT SUPPORT THEIR HOBBIES AND INTERESTS.

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 \$100.00 CANCELLATION FEE.

SOURCE: COMPILED STATE LICENSE HOLDERS

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
C & D COUNTIES	\$5.00/M
GENDER	\$5.00/M
AGE	\$10.00/M
EMAIL	\$60.00
FTP	\$75.00

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