

ACTIVE FLORIDA ANGLERS AND NON RESIDENT FISHERMEN

368,617 12 MONTH NON-RESIDENT \$75.00/M
 1,567,735 12 MONTH RESIDENT \$75.00/M

PHONES - INQUIRE
 EMAIL ADDRESS - INQUIRE

GENDER: 74% MALE
 CAN SELECT

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

310,407 NON-RESIDENT SALT WATER FISHERMEN
 58,210 NON-RESIDENT FRESH WATER FISHERMEN
 1,053,431 RESIDENT SALT WATER FISHERMEN
 514,304 RESIDENT FRESH WATER FISHERMEN

ADDRESSING:
 EMAIL
 FTP

KEYING: \$2.00/M

REACH FISHERMEN THAT RESIDE INSIDE AND OUTSIDE THE STATE OF FLORIDA. THE NON-RESIDENTS TRAVEL TO THE THE SUNSHINE STATE TO PURSUE THE FRESH WATER SPECIES LIKE BASS, CRAPPIE AND CATFISH AND THE SALT WATER SPECIES THAT INCLUDE MARLIN, TARPIN, GROUPER, AND SNOOK THAT THE RESIDENT FISHERMEN ENJOY ALL YEAR AROUND.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THRU: MAY 22
 NEXT: DECEMBER 22

THESE AVID FISHERMEN SPEND THEIR DISCRETIONARY INCOME ON SUV'S AND TRUCKS TO HAUL THEIR BOATS AND TRAILERS THAT ARE EQUIPPED WITH SPECIALTY MOTORS AND EQUIPMENT TO HANDLE FLORIDA'S DIVERSE FISHING HABITATS, MANY OF WHICH REQUIRE ATV'S, COMMUNICATION EQUIPMENT AND GPS UNITS TO INSURE A SUCCESSFUL AND SAFE FISHING ADVENTURE.

THEY HAVE THE NEED FOR SPECIALTY FISHING TACKLE AND EQUIPMENT, RUGGED AND VERSATILE APPAREL, AND MANY SUBSCRIBE TO OUTDOOR MAGAZINES AND PUBLICATIONS TO STAY INFORMED OF THE LATEST FISHING NEWS.

SEVERAL OF THESE FISHERMEN ARE MEMBERS OF NON-PROFIT CONSERVATION ORGANIZATIONS AND DONATE TO SUPPORT THE CAUSE OF PROTECTING THE ENVIRONMENT THEY LOVE.

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 CANCELLATION FEE.

SOURCE: COMPILED LISTS, GOVERNMENT RECORDS

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CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

ACTIVE FLORIDA ANGLERS AND NON RESIDENT FISHERMEN (Continued)

****USAGE****

TROUT UNLIMITED

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| SELECTIONS: STATE, SCF, ZIP | \$5.00/M |
| GENDER | \$5.00/M |
| AGE | \$10.00/M |
| C & D COUNTIES | \$5.00/M |
| DATE OF BIRTH | \$10.00/M |
| LICENSE TYPE | \$10.00/M |
| PHONE NUMBERS | \$30.00/M |
| EMAIL | \$60.00 |
| FTP DELIVERY | \$75.00 |

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