

**ACTIVE FLORIDA ANGLERS AND NON RESIDENT FISHERMEN**

350,488 12 MONTH NON-RESIDENT \$75.00/M  
 1,490,633 12 MONTH RESIDENT \$75.00/M

PHONES - INQUIRE  
 EMAIL ADDRESS - INQUIRE

GENDER: 74% MALE  
 CAN SELECT

ADDITIONAL SELECTONS AVAILABLE AT \$10.00/M:

295,141 NON-RESIDENT SALT WATER FISHERMEN  
 55,347 NON-RESIDENT FRESH WATER FISHERMEN  
 1,001,623 RESIDENT SALT WATER FISHERMEN  
 489,011 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 23  
 NEXT: DECEMBER 23

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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**ACTIVE FLORIDA ANGLERS AND NON RESIDENT FISHERMEN (Continued)**

\*\*\*\*USAGE\*\*\*\*

TROUT UNLIMITED

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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