

**BIRD & BIG GAME MASTERFILE**

6,571,042	TOTAL 12 MONTH HUNTER MASTERFILE		\$75.00/M	
1,154,596	12 MONTH BIG GAME HUNTERS	ADD	\$10.00/M	
2,378,749	12 MONTH BIRD HUNTERS	ADD	\$10.00/M	GENDER: 94%
5,440,351	12 MONTH GUNS & AMMO	ADD	\$10.00/M	MALE
167,747	12 MONTH PRIMITIVE HUNTERS	ADD	\$10.00/M	CAN SELECT
	6 MONTH HOTLINE	ADD	\$10.00/M	
	3 MONTH HOTLINE	ADD	\$15.00/M	
	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		

THESE AVID HUNTERS MAKE HUNTING THEIR FAVORITE HOBBY. THEY LIVE FOR THE THRILL OF BAGGING THAT TROPHY MOUNT. WITH AN INCOME OF \$67,000 AND AN AVERAGE AGE OF 48, AND DUE TO THEIR EXTREME COMMITMENT TO THEIR SPORT, THEY SPEND THEIR HARD EARNED INCOME ON GUNS, AMMUNITION, HUNTING APPAREL AND OUTDOOR GEAR. THEY ALSO SUBSCRIBE TO MAGAZINES AND PURCHASE VIDEOS TO LEARN ABOUT THE LATEST TECHNIQUES, NEW REGULATIONS, TRAINING AND CARE FOR THEIR HUNTING DOGS, AND INFORMATION ON WILDLIFE AND HUNTING HOT SPOTS. MANY ARE EXPEDITION HUNTERS THAT TRAVEL TO HUNT AND ALSO BOOK HUNTS WITH OUTFITTERS AND GUIDE SOURCES.

ADDRESSING:  
SEE SELECTIONS

KEYING:\$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL SELECTIONS AVAILABLE AT \$15/M:

MULTIPLE LICENSE HOLDERS  
SPORTSMEN THAT TRAVEL  
ENVIRONMENTAL DONORS

ALL HOUSEHOLD DEMOGRAPHIC SELECTIONS ARE AVAILABLE AT \$10/M. PLEASE INQUIRE FOR SPECIFC SELECTIONS.

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: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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

ENVIRONMENT DEFENSE                      PHEASANTS/QUAILS FOREVER                      QUAD GRAPHICS

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