

BOWHUNTER & ARCHERY

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|---------|-------------------------|---------------|------------------|
| 315,961 | ACTIVE 12 MONTH HUNTERS | \$75.00/M | |
| 299,024 | 12 MONTH PRODUCT BUYERS | \$85.00/M | GENDER: 85% MALE |
| | 6 MONTH HOTLINE | ADD \$10.00/M | CAN SELECT |
| | 3 MONTH HOTLINE | ADD \$15.00/M | |
| | 1 MONTH HOTLINE | ADD \$20.00/M | |
| | EMAIL ADDRESSES | INQUIRE | |

BOWHUNTING AND ARCHERY ENTHUSIASTS WHO SPEND HUNDREDS OF DOLLARS ANNUALLY TO PURCHASE THE PROPER EQUIPMENT, GEAR AND LICENSES TO PURSUE THEIR CHOICE OF LARGE AND SMALL GAME.

BOWHUNTING IS HIGHLY TECHNICAL AND REQUIRES A GREAT DEAL OF PRACTICE AND EXPERTISE. THESE HUNTERS PURCHASE COMPOUND AND LONG BOWS, SIGHTS, ARROWS, CAMOUFLAGE CLOTHING AND ASSORTED HUNTING GEAR TO AID IN THE HUNT. MOST ALSO ENJOY HUNTING WITH TRADITIONAL AND PRIMITIVE FIREARMS.

AVERAGE AGE IS 40 WITH HOUSEHOLD INCOME IN THE \$55,000 RANGE.

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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

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| SELECTIONS: | STATE, SCF, ZIP | \$6.00/M |
| | AGE OR INCOME | \$15.00/M |
| | PHONE NUMBERS | \$30.00/M |
| | DONORS/CONTRIBUTORS | \$15.00/M |
| | CREDIT CARD HOLDERS | \$20.00/M |
| | GUN OWNERS | \$6.00/M |
| | GENDER | \$6.00/M |
| | ELECTRONIC DELIVERY | \$50.00 |

ADDRESSING:

SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com