

**CONSERVATION AND ENVIRONMENTAL DONORS**

525,499	12 MONTH DONORS		\$75.00/M	
326,774	6 MONTH HOTLINE	ADD	\$10.00/M	GENDER: 85% MALE
219,668	3 MONTH HOTLINE	ADD	\$15.00/M	CAN SELECT
102,377	1 MONTH HOTLINE	ADD	\$20.00/M	
121,664	EMAIL ADDRESSES		INQUIRE	
	CATALOG / PUBLISHER RATE		\$65.00/M	ADDRESSING: SEE SELECTIONS

THESE ACTIVE OUTDOOR DONORS HAVE CONTRIBUTED TO LOCAL, STATE, OR NATIONAL EFFORTS TO PRESERVE THE FORESTS, PARKS, STREAMS, LAND AND THE WILDLIFE THAT INHABITS THEM.

KEYING: \$3.00/M

MINIMUM ORDER:  
5,000

THIS DONOR BASE IS AN UNDUPLICATED COMBINATION OF DONORS WHO ARE SUBSCRIBED TO STATE WILDLIFE AND RECREATION MAGAZINES, DEPARTMENT OF NATURAL RESOURCES LICENSE HOLDERS AND OTHER OUTDOOR LIST RESOURCES.

SAMPLE REQUIRED

UPDATED MONTHLY

THESE DONORS ARE ALSO POLITICALLY ACTIVE AND DONATE TO THEIR RESPECTIVE CANDIDATES AND CAUSES.

THE FILE HAS BEEN OVERLAYED WITH DEMOGRAPHIC AND LIFESTYLE DATA TO BETTER HELP DEFINE AND TARGET YOUR AUDIENCE.

**ADDITION SELECTIONS AT \$7.50/M INCLUDE:**

HUNTING	SUBSCRIBERS	CAMPING
FISHING	LENGTH OF RESIDENCE	CATALOG BUYERS
BOATING	PRESENCE OF CHILDREN	LIFESTYLE/HOBBY

ALL ORDERS CANCELLED AFTER 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: MAGAZINE, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	AGE OR INCOME	\$10.00/M
	MAGAZINE SUBSCRIBERS	\$10.00/M
	MAIL ORDER BUYER	\$15.00/M
	PHONE NUMBERS	\$30.00/M
	CREDIT CARD	\$15.00/M
	GENDER	\$6.00/M
	GUN OWNERS	\$6.00/M
	EMAIL DELIVERY	\$75.00
	FTP DELIVERY	\$100.00

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

ANIMAL CARE	ENVIRONMENTAL DEFENSE
INT'L GAME FISH	VITAL GROUND FNDTN

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)

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