

**DEER, ELK AND BEAR HUNTERS**

278,194	12 MONTH HUNTERS		\$60.00/M	
	6 MONTH HOTLINE	ADD	\$10.00/M	GENDER: 85% MALE
	3 MONTH HOTLINE	ADD	\$15.00/M	CAN SELECT
	1 MONTH HOTLINE	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		
	NON-PROFIT RATE		\$55.00/M	

ACTIVE HUNTERS AND OUTDOORSMEN WHO RELISH THE BIG GAME HUNT FOR DEER, ELK AND BEAR.

ADDRESSING:  
SEE SELECTIONS

THESE UPSCALE HUNTERS SPEND A LARGE AMOUNT OF MONEY ON THEIR FAVORITE SPORT TO PURCHASE GUNS, RIFLES, AMMUNITION, ARCHERY EQUIPMENT, SCENTS, OUTDOOR APPAREL, BOOTS AND TRAVEL GEAR. MANY TRAVEL HUNDREDS OF MILES ANNUALLY TO BAG THEIR TROPHY.

KEYING: \$3.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THE LIST HAS NCDB ELEMENTS TO HELP TARGET YOUR AUDIENCE. SELECT BY AGE, INCOME, MAIL ORDER BUYER OR SUBSCRIBER.

UPDATED MONTHLY

ALL ORDERS CANCELLED AFTER THE MAILDATE 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

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	GUN OWNERS	\$6.00/M
	GENDER	\$6.00/M
	DONORS/CONTRIBUTORS	\$15.00/M
	TELEPHONE NUMBERS	\$30.00/M
	CREDIT CARD BY TYPE	\$20.00/M
	AGE OR INCOME	\$15.00/M
	MAIL ORDER BUYERS	\$15.00/M
	ELECTRONIC DELIVERY	\$50.00

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