

GREAT OUTDOOR FAMILIES

6,667,422	12 MONTH MASTERFILE		\$60.00/M	
4,333,811	6 MONTH MASTERFILE	ADD	\$10.00/M	
2,816,147	3 MONTH MASTERFILE	ADD	\$20.00/M	
1,007,388	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 85% MALE
3,417,687	PRODUCT BUYERS	ADD	\$10.00/M	CAN SELECT
1,444,311	PRODUCT SUBSCRIBERS	ADD	\$10.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING: SEE SELECTIONS

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE BELOW.

THE GREAT OUTDOOR FAMILIES DATABASE REPRESENTS THE CORE OF AMERICAN FAMILIES WHO HAVE RELIED ON OUTDOOR INTERESTS AND ACTIVITIES TO HELP MAINTAIN HEALTHY MINDS AND BODIES. THESE OUTDOOR ORIENTED FOLKS HAVE EXPRESSED INTEREST OR PURCHASED PRODUCTS THROUGH MAIL ORDER FOR HUNTING, FISHING, CAMPING, BIKING, RUNNING, BOATING, COOKING, ENVIRONMENTAL, HORSES, PETS AND CRAFTS. THESE ACTIVE CONSUMERS ARE HOME OWNERS WITH AN AVERAGE INCOME IN THE \$50'S. THE "PRIME TIME SPORTSMEN" SELECT REPRESENTS THE ACTIVE OUTDOORSMAN WITH "BUYING POWER" AS THIS GROUP IS MORE MATURE, AND ACTIVELY INVOLVED IN ALL ASPECTS OF OUTDOOR LIFE. DIRECT MAIL ALLOWS THESE FAMILIES TO FULFILL THEIR DESIRES FOR OUTDOOR SERVICES AND MERCHANDISE, MEMBERSHIPS, VACATIONS, CASUAL APPAREL AND ITEMS FOR THE HOME AND WORKSHOP AND GOLF COURSE.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE:

CHILDREN	AGE	HOME VALUE	INCOME
MORTGAGE DATA	CREDIT SCORE	LENGTH OF RESIDENCE	

ADDITIONAL SELECTIONS AVAILABLE AT \$6.00/M:

WATERFOWL HUNTERS 272,746	BICYCLING 155,842
TURKEY HUNTERS 180,134	SNOW SKIING 174,169
PRIMITIVE ARMS 85,871	BASKETBALL 67,711
ARCHERY/BOW HUNTERS 465,119	FOOTBALL 232,434
CAMPING 2,928,644	BASEBALL 190,956
COOKING 288,872	SAILING 129,137
GOURMET & WINE 247,363	HOCKEY 61,322
CIGAR AFICIONADO 447,171	TENNIS 122,878
HEALTH/FITNESS 259,462	SCUBA DIVING 78,365
RUNNING/JOGGING 77,935	WEIGHT LIFTING 41,899
HEALTH WALKING 188,468	NASCAR 226,659
SPORTS MAGAZINES 219,472	WOODWORKING 443,826
BIRD WATCHING 31,039	CRAFTS/SEWING 318,444
GOLF ENTHUSIASTS 352,411	RV OWNERS 1,009,632
MOTORCYCLE RIDING 74,744	COUNTRY MUSIC 202,843
HORSE ENTHUSIASTS 195,837	CHRISTIAN MUSIC 60,911
VACATION TRAVELERS 307,965	FLOWER GARDEN 85,775
VEGETABLE GARDEN 307,123	
GUNS & HUNTING BY TYPE 2,605,341	

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GREAT OUTDOOR FAMILIES (CONT'D)

FISHING (SALT OR FRESH) 1,473,886
PET OWNERS BY TYPE 727,398
BOATING/BOAT OWNERS BY TYPE 2,445,069
PRIVATE AIRCRAFT PILOTS 517,727
MILITARY HISTORY 36,122
ENVIRONMENTAL DONORS 786,006
DONORS/CONTRIBUTORS 1,573,968

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: CATALOGS, MAGAZINES, WARRANTY CARDS,
MEMBERSHIPS, DNR, SPACE, INTERNET BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CARRIER RT CODE	\$6.00/M
PRESORTING	\$8.00/M
KEY CODING	\$2.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
HOMEOWNER	\$10.00/M
LENGTH OF RESIDENCE	\$10.00/M
HOME VALUE	\$10.00/M
CREDIT SCORE	\$10.00/M
MORTGAGE DATA	\$10.00/M
DWELLING TYPE	\$10.00/M
INCOME	\$10.00/M
LIFESTYLE	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
NUMBER OF CHILDREN	\$10.00/M
EDUCATION LEVEL	\$10.00/M
HISPANIC FAMILIES	\$20.00/M
TELEPHONE NUMBERS	\$30.00/M
MARITAL STATUS	\$10.00/M
CREDIT CARD	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

USAGE

CIGARS INTERNATIONAL	SPRINGTIME, INC.
NRA	ZOOLOGICAL SOCIETY
RUTABAGA PADDLESPORTS	

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