

GUN, RIFLE AND SPORTING GOOD BUYERS

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|-----------|---------------------------|-----|-----------|------------------|
| 2,756,899 | 12 MONTH BUYERS | | \$75.00/M | UNIT OF SALE: |
| | RIFLE | ADD | \$10.00/M | \$200.00 AVERAGE |
| | SHOTGUN | ADD | \$10.00/M | |
| | PISTOL | ADD | \$10.00/M | GENDER: 90% MALE |
| | CONCEAL CARRY | ADD | \$10.00/M | CAN SELECT |
| | ARCHERY | ADD | \$10.00/M | |
| | SURVIVAL PRODUCTS | ADD | \$10.00/M | |
| | MILITARY PRODUCTS | ADD | \$10.00/M | ADDRESSING: |
| | TOOLS | ADD | \$10.00/M | SEE SELECTIONS |
| | KNIVES | ADD | \$10.00/M | |
| 1,758,708 | 6 MONTH BUYERS | ADD | \$5.00/M | KEYING: \$2.00/M |
| 1,140,342 | 3 MONTH BUYERS | ADD | \$10.00/M | |
| 437,693 | 1 MONTH BUYERS | ADD | \$15.00/M | MINIMUM ORDER: |
| | EMAIL ADDRESSES - INQUIRE | | | 5,000 |

AVID GUN ENTHUSIASTS AND OUTDOORSMEN WHO HAVE ACTUALLY PURCHASED A HANDGUN, RIFLE OR BOW FROM A PAWN SHOP, RETAILER OR OTHER OUTLET. THESE BUYERS SPEND THEIR MONEY WISELY FOR TOP QUALITY GUNS, GEAR AND ACCESSORIES.

SAMPLE REQUIRED
UPDATED MONTHLY

MOST OF THESE BUYERS USE THEIR GUNS FOR TARGET PRACTICE, HUNTING AND/OR HOME PROTECTION. THEY BELIEVE IN THEIR SECOND AMENDMENT RIGHTS TO KEEP AND BEAR ARMS. MOST GUN BUYERS HAVE UNDERGONE EXTENSIVE BACKGROUND CHECKS AND HAVE BEEN APPROVED TO OWN GUNS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

SOURCE: PAWN SHOPS, RETAIL SALES, OUTLET SALES

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| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| GENDER | \$10.00/M |
| PHONES | \$30.00/M |
| AGE OR INCOME | \$15.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com