

1,699,073	12 MONTH SPORTSMEN		\$55.00/M	UNIT OF SALE:
1,043,962	GUNS/HUNTING		\$60.00/M	\$22.00 AVERAGE
438,116	FISHING		\$60.00/M	
254,224	CAMPING		\$60.00/M	GENDER: MOSTLY
63,398	ARCHERY		\$60.00/M	MALE
90,786	TURKEY		\$60.00/M	
129,845	DEER		\$60.00/M	ADDRESSING:
31,777	TROUT STAMPS		\$60.00/M	SEE SELECTIONS
79,629	WATERFOWL/DUCK		\$60.00/M	
79,377	QUAIL/UPLAND BIRD		\$60.00/M	KEYING: \$2.00/M
506,708	BOATING		\$60.00/M	
14,238	MUZZLELOADERS		\$60.00/M	MINIMUM ORDER:
63,719	SALT WATER FISHING		\$60.00/M	5,000
23,204	TRAPPING		\$60.00/M	
12,376	BEAR		\$60.00/M	SAMPLE REQUIRED
	BUYERS	ADD	\$10.00/M	
	SUBSCRIBERS	ADD	\$10.00/M	
	6 MONTH RECENCY	ADD	\$10.00/M	UPDATED MONTHLY
	3 MONTH RECENCY	ADD	\$15.00/M	
	1 MONTH RECENCY	ADD	\$20.00/M	
	EMAIL ADDRESSES	INQUIRE		
	NON-PROFIT MAILERS		\$50.00/M	

ACTIVE OUTDOORSMEN WHO HAVE PURCHASED A STATE OR FEDERAL LICENSE TO HUNT, FISH, CAMP OR BOAT IN AMERICA'S GREAT OUTDOORS...OR A BUYER, SUBSCRIBER OR ATTENDEE OF AN OUTDOOR SHOW. THEY SPEND MONEY ON LICENSES, GUNS, HUNTING ACCESSORIES, RODS AND REELS, BOATS, OUTDOOR APPAREL AND ALL OF THE ACCESSORY ITEMS TO MAKE A SUCCESSFUL OUTDOOR ADVENTURE.

A PORTION OF EACH PERMIT OR LICENSE SOLD GOES DIRECTLY INTO FUNDS FOR WILDLIFE MANAGEMENT, CONSERVATION EFFORTS AND HABITAT MANAGEMENT. AVERAGE AGE IS 33 WITH AN AVERAGE INCOME OF \$36,000.

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: REGISTRATIONS, OUTDOOR SHOWS, DNR, SUBSCRIBERS AND MOB'S

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	GENDER, AGE, INCOME	\$7.00/M
	PHONES	\$30.00/M
	MAIL ORDER RESPONDERS	\$10.00/M
	DONORS / CONTRIBUTORS	\$10.00/M
	ELECTRONIC DELIVERY	\$50.00

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