


**MISSOURI CONSERVATIONIST SUBSCRIBERS**

|         |                           |               |                               |
|---------|---------------------------|---------------|-------------------------------|
| 524,894 | 12 MONTH SUBSCRIBERS      | \$80.00/M     |                               |
|         | MAIL ORDER BUYERS         | \$10.00/M     | GENDER: 85% MALE              |
|         | SUBSCRIBERS               | \$10.00/M     | CAN SELECT                    |
|         | DONORS                    | \$10.00/M     |                               |
|         | 6 MONTH HOTLINE           | ADD \$5.00/M  |                               |
|         | 3 MONTH HOTLINE           | ADD \$10.00/M |                               |
|         | 1 MONTH HOTLINE           | ADD \$15.00/M |                               |
|         | NON-PROFIT RATE           | \$65.00/M     |                               |
|         | EMAIL ADDRESSES - INQUIRE |               | ADDRESSING:<br>SEE SELECTIONS |

MISSOURI CONSERVATIONIST IS PROFESSIONALLY WRITTEN AND EDITED FOR THE OUTDOOR ENTHUSIASTS LOCATED IN MISSOURI AND THE MIDWEST. ARTICLES COVER MANY TOPICS OF INTEREST TO AVID OUTDOORSMEN INTERESTED IN CONSERVATION, ENVIRONMENTALISM, CAMPING, HIKING, HUNTING, FISHING, OUTDOOR PHOTOGRAPHY, BIRD WATCHING AND OUTDOOR RECREATION OF ALL TYPES.

KEYING: \$3.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THIS FILE HAS BEEN OVERLAYED WITH NATIONAL CONSUMER DEMOGRAPHICS AND PURCHASING BEHAVIOR. INQUIRE FOR SELECTIONS NOT LISTED.

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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

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

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