

SPORTS AFIELD

34,211 ACTIVE SUBSCRIBERS

\$125.00/M

UNIT OF SALE:
\$34.97 AVERAGEGENDER: 90% MALE
CAN SELECT

SPORTS AFIELD IS AMERICA'S ORIGINAL AND OLDEST OUTDOOR MAGAZINE DEVOTED TO BIG GAME HUNTING IN NORTH AMERICA AND AFRICA. THE MAGAZINE FOCUSES ON HUNTS FOR TROPHY SPECIES AND WING SHOOTING, ARTICLES ON GUNS AND AMMUNITION, AND WILDLIFE CONSERVATION.

ADDRESSING:
EMAIL
FTP

THESE READERS ARE HIGH INCOME, WELL EDUCATED BIG GAME HUNTERS THAT TRAVEL WITHIN NORTH AMERICA, EUROPE AND AFRICA TO SEEK THEIR TROPHY MOUNT. THEY SPEND THEIR UPPER INCOMES ON RIFLES, OPTICS, SPECIAL GEAR AND APPAREL, TAXIDERMY AS WELL AS THE GUIDED EXPEDITIONS. THEY COLLECT BOOKS, VIDEOS AND ANTIQUE ART AND DECOR ITEMS OF THEIR FAVORITE SPECIES.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

\$211,000 AVERAGE HOUSEHOLD INCOME

THRU: SEPTEMBER 18

\$1.85 MILLION AVERAGE HOUSEHOLD NET WORTH

NEXT: MAY 19

89% COLLEGE GRADUATE

90% TRAVELED OUT OF STATE TO HUNT

80% TRAVELED OUT OF THE UNITED STATES TO HUNT

63% TRAVELED OUT OF NORTH AMERICA TO HUNT

95% OWN HUNTING RELATED ART AND DECOR

(COLLECTIBLE BOOKS, BRONZES, PRINTS, PAINTINGS)

48% ACTIVE SHOTGUNNERS

60% RELOADERS

25% HUNT WITH A BOW

62% PURCHASED RIFLE/SHOTGUN WITHIN LAST 12 MONTHS

72% OWN A SUV

48% ENJOY BIRD SHOOTING

SPECIES PROTECTION AND REGULATED HUNTING GO HAND-IN-HAND. HUNTING IS THE LARGEST FUNDING MECHANISM FOR WILDLIFE AND ECONOMIC BENEFITS THAT GO BEYOND CONSERVATION. MANY OF THESE UPSCALE HUNTERS DONATE TO CONSERVATION AND POACHING EFFORTS TO PRESERVE, PROTECT AND MAINTAIN OUR WORLD'S MAJESTIC SPECIES.

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

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 \$150.00 CANCELLATION FEE.

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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Sports Afield (Continued)

SOURCE: DIRECT MAIL SOLD

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP SELECT SET UP FEE	\$25.00
GENDER	\$6.00/M
EMAIL	\$60.00
FTP DELIVERY	\$75.00

** USAGE **

BOWHUNTER MAGAZINE	PHEASANTS FOREVER	ROCKY MTN ELK FOUNDATION
HUNTING MAGAZINE	QUAIL FOREVER	SMOKY MTN KNIFE WORKS

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