

WILDLANDS OF AMERICA

14,351,568	WILDLAND RESIDENTS		\$65.00/M	
11,205,549	HOMEOWNERS	ADD	\$10.00/M	GENDER: 68% MALE
2,008,711	OUTDOOR SPORTSMEN	ADD	\$10.00/M	CAN SELECT
1,766,422	SPORTS ENTHUSIASTS	ADD	\$10.00/M	
1,551,397	HOME IMPROVEMENT	ADD	\$10.00/M	ADDRESSING:
1,950,086	GARDENING (GENERAL)	ADD	\$10.00/M	SEE SELECTIONS
8,950,324	MAIL ORDER BUYER	ADD	\$10.00/M	
729,138	HUNTING (BY TYPE)	ADD	\$10.00/M	
1,218,887	FISHING (BY TYPE)	ADD	\$10.00/M	KEYING: \$2.00/M
1,602,947	ANIMAL OWNERS (BY TYPE)	ADD	\$10.00/M	
	CAT OWNERS	SHEEP/GOATS		
	DOG OWNERS	POULTRY		MINIMUM ORDER:
	HORSE OWNERS	CATTLE		5,000
	EMAIL ADDRESSES	ADD	\$95.00/M	

THESE RESIDENTS ARE LIVING IN THE WILDLAND URBAN INTERFACE AREAS OF THE COUNTRY WHERE WILDLIFE, RUGGED TERRAIN AND EXTREME WEATHER ARE THE PREDOMINATE FEATURES. THEY HAVE DEVELOPED DISTINCT LIFESTYLES FOR LIVING IN MOUNTAIN, PRAIRIE, COASTAL, WETLAND, RIPARIAN, DESERT AND FORESTED AREAS. THEY HAVE TO BE VERY RESOURCEFUL AS URBAN AMENITIES ARE DISPLACED BY NATURE.

SAMPLE REQUIRED
UPDATED MONTHLY

THEIR LIFESTYLE NEEDS VARY DUE TO GEOGRAPHICAL DIFFERENCES, BUT THEY HAVE MANY CHARACTERISTICS IN COMMON: STRONG CONCERN FOR THE ENVIRONMENT; HIGH INVOLVEMENT IN OUTDOOR ACTIVITIES; SHOP VIA MAIL AND/OR INTERNET; HIGHER THAN NATIONAL AVERAGE INTERESTS IN GARDENING AND DO-IT-YOURSELF PROJECTS; THEY ARE COMMITTED CONSUMERS OF ALTERNATIVE ENERGY AND SUSTAINABLE BUILDING MATERIALS; AND THEY HAVE AN ACUTE AWARENESS OF THREATS FROM NATURE AND WILDLIFE TO THEIR FAMILY AND PROPERTY.

LIVING IN THESE TYPES OF AREAS REQUIRES SURVIVAL SKILLS AND KNOWLEDGE OF FIRST AID, SPECIAL GEAR, APPAREL, HOUSEHOLD PRODUCTS, TOOLS AND EQUIPMENT TO ENJOY ALL OF NATURE'S BEAUTY AND TO BE PREPARED FOR ALL OF IT'S FURY.

ADDITIONAL SELECTIONS AVAILABLE @ \$10/M:

CAMPING/HIKING	CONSERVATION EFFORTS
SNOW SKIING	ORGANIC GARDENING
VEGETABLE GARDENING	FLOWER GARDENING
SAILING	POWERBOATING
WORKSHOP TOOLS	REMODELING PROJECTS
4X4 OFF ROAD	3+ ACRES OF LAND
GREEN/RECYCLING	DONOR/CONTRIBUTOR

CONTINUED ON NEXT PAGE

WILDLANDS OF AMERICA (CONTINUED)

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: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP,	\$6.00/M
NIELSEN COUNTY	\$6.00/M
ZIP FILE SET UP FEE	\$50.00
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
EMAIL ADDRESSES	\$95.00/M
ELECTRONIC MEDIA	\$50.00

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