

**ACTIVE MASSACHUSETTS HUNTERS & FISHERMEN**

198,956	12 MONTH LICENSE BUYERS	\$75.00/M	
147,194	12 MONTH FISHING LICENSE	\$85.00/M	
51,763	12 MONTH HUNTING LICENSE	\$85.00/M	
37,960	12 MONTH COMBO LICENSE	+ \$10.00/M	GENDER: 85% MALE CAN SELECT

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED A LICENSE TO HUNT, FISH OR BOTH IN THE STATE OF MASSACHUSETTS. NON-RESIDENT LICENSE BUYERS TYPICALLY ENJOY HIGHER INCOME LEVELS AND OFTEN SPEND THOUSANDS OF DOLLARS PER YEAR TO ENJOY THEIR HOBBY. THESE HUNTERS AND ANGLERS PURCHASE MANY ITEMS TO MAKE THEIR HUNTING AND FISHING OUTINGS A SUCCESS SUCH AS SUV'S, TRUCKS, ATV'S, FISHING TACKLE, RIFLES, SHOTGUNS, PISTOLS, AMMUNITION, ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES, BOATS AND MOTORS, OUTER WEAR, CAMOUFLAGE CLOTHING, DEER STANDS AND FEEDERS, GPS UNITS AND DECOYS.

ADDRESSING:  
EMAIL  
FTP

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: DECEMBER 24  
NEXT: JULY 25

HUNTERS PURSUE WHITETAIL DEER, WILD TURKEY, DUCKS, GEESE, PHEASANT, QUAIL AND DOVE.

FISHERMEN PURSUE THEIR QUARRY IN SUMMER MONTHS AND NEED LURES, BAITS, LINE, DEPTH FINDERS AND BOATS.

THE TRULY PASSIONATE SPORTSMEN AND WOMEN PURCHASE A COMBINATION LICENSE THAT ENTITLES THEM TO FISH AND HUNT. THEY ARE ACTIVE ALL YEAR LONG AND PURCHASE SPECIALTY OUTDOOR GEAR FOR BOTH SPORTS.

MANY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND MAKE CONTRIBUTIONS AS MEMBERS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS.

THESE ACTIVE OUTDOOR PEOPLE HOLD THE TRADITIONAL AMERICAN VALUES OF FREEDOM AND SELF DETERMINATION. THEY TREASURE THEIR SECOND AMENDMENT CIVIL RIGHTS AND OFTEN FAVOR SMALLER GOVERNMENT. THEY ARE ON THE CONSERVATIVE SIDE OF THE POLITICAL SPECTRUM AND DONATE TO POLITICAL CAMPAIGNS THAT SUPPORT THEIR HOBBIES AND INTERESTS.

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

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**CONTACT LIST MANAGER EMAIL: [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)**

**ACTIVE MASSACHUSETTS HUNTERS & FISHERMEN** (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 \$100 CANCELLATION FEE.

SOURCE: STATE LICENSE BUYER

SELECTIONS: SCF, STATE, ZIP	\$5.00/M
GENDER	\$5.00/M
RESIDENT OR NON-RESIDENT	\$10.00/M
FTP	\$75.00
EMAIL	\$60.00

\*\*\*USAGE\*\*\*

NRA

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