

ACTIVE MISSOURI HUNTERS AND ANGLERS

1,416,175	12 MONTH HUNTING LICENSE	\$85.00/M	
760,789	12 MONTH FISHING LICENSE	\$85.00/M	
514,494	12 MONTH DEER HUNTING	\$85.00/M	
46,788	12 MONTH BIRD HUNTING	\$85.00/M	GENDER: 85% MALE
69,219	12 MO. NON-RESIDENT HUNTING	\$85.00/M	CAN SELECT
40,956	12 MO. NON-RESIDENT DEER	\$85.00/M	
12,578	12 MO. NON-RESIDENT BIRD	\$85.00/M	ADDRESSING:

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED
A LICENSE TO HUNT OR FISH IN THE STATE OF MISSOURI.

NON-RESIDENT LICENSE BUYERS ENJOY HIGHER INCOME
LEVELS AND SPEND THOUSANDS OF DOLLARS PER YEAR TO
ENJOY THEIR HOBBY. THESE HUNTERS AND ANGLERS
PURCHASE MANY ITEMS TO MAKE THEIR HUNTING OR FISHING
OUTINGS SUCCESSFUL SUCH AS SUV'S, TRUCKS, ATV'S,
TACKLE, RIFLES, SHOTGUNS, PISTOLS, AMMUNITION,
ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES,
BOATS AND MOTORS, OUTERWEAR, CAMOUFLAGE APPAREL,
DEER STANDS AND FEEDERS, GPS UNITS AND DECOYS.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: MARCH 22
NEXT: OCTOBER 22

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

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

FISHERMAN PURSUE A VARIETY OF WARM WATER FISH IN
THE LAKES AND LOWLAND RIVERS AND CAST FOR TROUT
IN THE STREAMS OF THE OZARKS. THEY PURCHASE FISHING
RODS, REELS, LURES, BAIT, DEPTHFINDERS, BOATS,
MOTORS AND TRAILERS.

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.

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ACTIVE MISSOURI HUNTERS AND ANGLERS (Con't)

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 \$100.00 CANCELLATION FEE.

SOURCE: COMPILED STATE LICENSE HOLDERS

SELECTIONS:	STATE, SCF, ZIP	\$5.00/M
	LICENSE TYPE	\$10.00/M
	C & D COUNTIES	\$5.00/M
	GENDER	\$5.00/M
	AGE	\$10.00/M
	EMAIL	\$60.00
	FTP	\$75.00

USAGE

NRA

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