

SAFARI PRESS

15,404 12 MONTH BOOK BUYERS \$110.00/M

UNIT OF SALE:
\$112.00 AVERAGE

SAFARI PRESS, WORLD'S LEADING PUBLISHER OF BIG-GAME HUNTING AND SPORTING FIREARMS BOOKS, PUBLISHES THE BEST QUALITY BOOKS ON NORTH AMERICAN BIG-GAME, AFRICAN BIG-GAME AND ADVENTURE STORIES. IN ADDITION, IT PRODUCES BOOKS ON FINE U.S. AND EUROPEAN SHOT GUNS, BALLISTICS, SPORTING CLAYS AND QUALITY HUNTING RIFLES, SPORTING FIREARM LORE AND KNOWLEDGE. DIRECT RETAIL BUYERS FROM SAFARI PRESS HAVE HIGH AVERAGE NET WORTH AND TRAVEL EXTENSIVELY IN THE USA AND INTERNATIONALLY FOR THEIR HUNTING AND COLLECTING.

GENDER: 73% MALE
CAN NOT SELECTADDRESSING:
EMAIL
FTP

KEYING: \$2.00/M

\$202,000 AVERAGE HOUSEHOLD INCOME
AVERAGE HOUSEHOLD NET WORTH IS \$1.8 MILLION
82% COLLEGE GRADUATE
72% OWN TWO OR MORE CARS
93% HAVE BEEN OUT OF STATE TO HUNT
79% HAVE BEEN OUT OF THE UNITED STATES TO HUNT
60% HAVE BEEN OUTSIDE OF NORTH AMERICA TO HUNT
97% OWN HUNTING RELATED ART: BOOKS, BRONZES, PRINTS, AND PAINTINGS.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: AUGUST 23
NEXT: MARCH 24

ALL LIST RENTALS REQUIRE RECIPROCITY WITH SAFARI PRESS 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.

SOURCE: CATALOG AND DIRECT MAIL BUYERS

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

** USAGE **

GRAY'S SPORTING JOURNAL	NRA	RIFLE SHOOTER
HUNTING MAGAZINE		SHOOTING SPORTSMAN

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com