

SAFARI PRESS

22,611 12 MONTH BOOK BUYERS

\$110.00/M

UNIT OF SALE:
\$112.00 AVERAGEGENDER: 79% MALE
CAN SELECT

SAFARI PRESS IS THE WORLD'S LEADING PUBLISHER OF BIG GAME HUNTING AND SPORTING FIREARMS BOOKS. THEY PUBLISH THE BEST QUALITY BOOKS ON NORTH AMERICAN BIG GAME, AFRICAN BIG GAME AND ADVENTURE STORIES. THEY ALSO PRODUCE THE BEST BOOKS, VIDEOS, AND DVD'S ON FINE AMERICAN AND EUROPEAN SHOT GUNS, BALLISTICS, SPORTING CLAYS, RIFLES, AMMUNITION, SPORTING LORE AND BIG GAME HUNTING INFORMATION.

ADDRESSING:
EMAIL
FTP

KEYING: \$2.00/M

THESE BUYERS ENJOY AN ABOVE AVERAGE NET WORTH AND TRAVEL EXTENSIVELY IN THE US AND INTERNATIONALLY TO BAG THAT TROPHY MOUNT. THEY PURCHASE THE BEST IN HUNTING GEAR, EQUIPMENT AND APPAREL SPECIFIC TO THEIR BREED OF GAME AND GEOGRAPHIC TERRAIN.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 18
NEXT: MAY 19

THE AVERAGE HOUSEHOLD NET WORTH IS \$1.68 MILLION.
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 AND DECOR
(COLLECTIBLE BOOKS, BRONZES, PRINTS, PAINTINGS)
82% COLLEGE GRADUATE
72% OWN TWO OR MORE VEHICLES

THESE UPPER INCOME SPORTSMEN HAVE THE MEANS TO SPEND THOUSANDS OF DOLLARS ON THAT ONCE IN A LIFETIME HUNTING EXPEDITION, SPECIFIC BREED COLLECTION INTERESTS OF ART AND DECOR PIECES AND ANTIQUE GUN AND RIFLE COLLECTIONS.

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.

SOURCE: CATALOG AND DIRECT MAIL BUYERS

CONTACT LIST MANAGER EMAIL: Dorothy@midwestdm.com

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Safari Press (Continued)

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

** USAGE **

GRAY'S SPORTING JOURNAL NRA RIFLE SHOOTER

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