

**ACTIVE FISHERMEN**

1,730,844 12 MO FISHING LICENSE BUYERS \$75.00/M GENDER: 83% MALE  
 EMAIL ADDRESSES - INQUIRE CAN SELECT

WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$50,000, THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED A VARIETY OF OUTDOOR GEAR ITEMS TO MAKE THEIR OUTINGS A SUCCESS INCLUDING OUTDOOR APPAREL AND OUTERWEAR, RODS, REELS, TACKLE AND EQUIPMENT, LURES AND BAIT, GPS UNITS, DEPTH FINDERS, CAMPING AND COOKING SUPPLIES, BOATS, MOTORS, TRAILERS AS WELL AS TRUCKS, SUV'S, ATV'S AND UTV'S TO GET THEM TO THAT TREASURED FISHING SPOT.

ADDRESSING:  
 EMAIL  
 FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

MANY PURCHASE NON-RESIDENT FISHING LICENSES AND TRAVEL TO OTHER STATES OFFERING FRESH WATER AND SALT WATER SPECIES NOT NATIVE TO THEIR RESIDENT STATE.

SAMPLE REQUIRED

THRU: NOVEMBER 22  
 NEXT: APRIL 23

THEY SUBSCRIBE TO OUTDOOR PUBLICATIONS TO STAY INFORMED OF THE BEST FISHING SPOTS AND NEWEST TECHNOLOGY, TACKLE AND GADGETS TO HOOK THAT TROPHY MOUNT. THEY MAKE CONTRIBUTIONS AS MEMBERS OF FISHING, HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS TO HELP PRESERVE THE FUTURE OF THEIR SPORTING ENVIRONMENT.

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 \$100.00 CANCELLATION FEE.

SOURCE: STATE LICENSE BUYERS

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
GENDER	\$5.00/M
AGE RANGE	\$5.00/M
EMAIL	\$60.00
FTP	\$75.00

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