

**ACTIVE HUNTERS**

640,115 12 MO HUNTING LICENSE BUYERS \$75.00/M GENDER: 83% MALE  
CAN SELECT

WITH AN AVERAGE AGE OF 50 AND AN AVERAGE INCOME OF \$50,000, THESE HUNTING LICENSE BUYERS PURCHASE A VARIETY OF OUTDOOR ITEMS TO MAKE THEIR OUTING A SUCCESS INCLUDING GUNS, RIFLES AND AMMUNITION, BOW AND ARCHERY EQUIPMENT, CAMOUFLAGE APPAREL AND EQUIPMENT, WEATHER APPROPRIATE OUTER WEAR, GPS UNITS AND CAMPING AND COOKING SUPPLIES. MANY PURCHASE SUV'S, ATV'S, UTV'S AND TRUCKS TO REACH THAT SPECIAL HUNTING SPOT.

ADDRESSING:  
EMAL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

WHETHER HUNTING BIG GAME, SMALL GAME, UPLAND BIRDS OR WATERFOWL, SEVERAL PURCHASE NON-RESIDENT HUNTING LICENSES AND TRAVEL TO STATES THAT OFFER SPECIES THAT AREN'T NATIVE TO THEIR RESIDENT STATE. THEY SPEND THEIR DISCRETIONARY INCOME ON OUTFITTERS AND GUIDES TO PURSUE THAT TROPHY MOUNT.

SAMPLE REQUIRED

THRU: DECEMBER 24  
NEXT: JULY 25

MANY SUBSCRIBE TO HUNTING AND OUTDOOR PUBLICATIONS TO STAY INFORMED OF THE NEWEST ELECTRONICS AND TECHNOLOGY, HUNTING LOCATIONS AND STATE RECORDS FOR THEIR SPECIFIC GAME INTEREST. THEY CONTRIBUTE AS MEMBERS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS TO INSURE THE CONTINUED ENJOYMENT AND PROSPERITY OF THE ENVIRONMENT AND HABITAT.

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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