

**ACTIVE HUNTING FAMILIES**

241,326 12 MO HUNTING FAMILIES \$95.00/M GENDER: 70% MALE  
CAN SELECT

THESE HOUSEHOLDS CONTAIN MULTIPLE HUNTING LICENSE HOLDERS, WHETHER IT BE FATHER AND SON OR HUSBAND AND WIFE. THEY PURCHASE MANY ITEMS OF OUTDOOR GEAR TO MAKE THEIR HUNTING OUTINGS A SUCCESS SUCH AS RIFLES, SHOTGUNS, PISTOLS, AMMUNITION, BOW AND ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES, DEER STANDS AND FEEDERS, GPS UNITS, DECOYS, AS WELL AS CAMOUFLAGE CLOTHING AND OUTER WEAR.

ADDRESSING:  
EMAIL  
FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

THEY ARE AVID HUNTERS THAT VIEW THEIR HOBBY AS A FAMILY ADVENTURE AND SPEND THEIR HOUSEHOLD DISCRETIONARY INCOME PARTICIPATING IN THE ACTIVITY THEY CHERISH. MANY DECORATE THEIR HOMES WITH HUNTING AND OUTDOOR ITEMS AND ALLOCATE THEIR TRAVEL BUDGETS ON VACATIONS TO HUNTING DESTINATIONS, SOME ACQUIRING GUIDES AND OUTFITTERS, TO BAG THE TROPHY MOUNT OR THAT ONCE-IN-A-LIFETIME HUNT.

SAMPLE REQUIRED

THRU: DECEMBER 18  
NEXT: JANUARY 20

LICENSE TYPE SELECTIONS THAT ARE AVAILABLE INCLUDE: DEER, ELK, UPLAND BIRD, WATERFOWL, AND NON-RESIDENT.

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

THESE HUNTERS TREASURE THEIR SECOND AMENDMENT RIGHTS AND OFTEN FAVOR SMALLER GOVERNMENT. THEY HOLD THE TRADITIONAL AMERICAN VALUES OF FREEDOM AND MANY DONATE TO POLITICAL CANDIDATES THAT SHARE AND SUPPORT THEIR CONSERVATIVE VIEWS.

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	\$5.00/M
NON-RESIDENT	\$5.00/M
LICENSE TYPE	\$10.00/M
EMAIL	\$60.00
FTP	\$75.00

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