

**ACTIVE MONTANA HUNTERS AND ANGLERS**

46,954	TOTAL 12 MO. LICENSE BUYERS	\$80.00/M	GENDER: 85% MALE
19,857	12 MO HUNTING LICENSE	\$80.00/M	CAN SELECT
19,671	12 MO ELK HUNTING LICENSE +	\$10.00/M	
7,558	12 MO DEER HUNTING LICENSE +	\$10.00/M	ADDRESSING:
14,573	12 MO RESIDENT FISHING +	\$10.00/M	EMAIL
13,486	12 MO NON-RESIDENT FISHING +	\$10.00/M	FTP

THESE ACTIVE OUTDOORSMEN AND WOMEN HAVE PURCHASED A LICENSE TO HUNT IN THE STATE OF MONTANA. ELK HUNTING LICENSE BUYERS TYPICALLY ENJOY HIGHER INCOME LEVELS AND OFTEN SPEND THOUSANDS OF DOLLARS PER YEAR TO ENJOY THEIR HOBBY.

KEYING: \$2.00/M  
MINIMUM ORDER:  
5,000

THESE HUNTERS AND ANGLERS PURCHASE MANY ITEMS TO MAKE THEIR HUNTING AND FISHING OUTINGS A SUCCESS SUCH AS RIFLES, SHOTGUNS, AMMUNITION, BOW AND ARCHERY EQUIPMENT, CAMOUFLAGE APPAREL AND EQUIPMENT, RUGGED OUTER WEAR, DEER STANDS AND FEEDERS, DECOYS, FISHING TACKLE AND EQUIPMENT, RODS, REELS, BAITS AND LURES, DEPTH FINDERS, BOATS, MOTORS AND TRAILERS. THEY ALSO PURCHASE SPECIAL TRUCKS, SUV'S, ATV'S AND UTV'S TO REACH THEIR PRIME HUNTING AND FISHING SPOTS TO BAG THAT TROPHY MOUNT.

SAMPLE REQUIRED

THRU: JUNE 21  
NEXT: JANUARY 22

HUNTERS IN MONTANA PURSUE ELK, DEER, WILD TURKEY, DUCKS, GEESE, PHEASANT, QUAIL AND DOVE. THE FISHERMEN PURSUE A VARIETY OF WARM WATER FISH IN THE LAKES AND LOWLAND RIVERS. THEY SUBSCRIBE TO OUTDOOR PUBLICATIONS AND MAKE CONTRIBUTIONS AS MEMBERS OF HUNTING AND WILDLIFE CONSERVATION ORGANIZATIONS.

THE TRULY PASSIONATE SPORTSMEN AND WOMEN PURCHASE A COMBINATION LICENSE THAT ENTITLES THEM TO FISH OR HUNT ALL YEAR AROUND.

THESE ACTIVE OUTDOOR ENTHUSIASTS ARE GUN OWNERS AND HOLD THE TRADITIONAL AMERICAN VALUES OF FREEDOM AND SELF-DETERMINATION. THEY TREASURE THEIR SECOND AMENDMENT CIVIL RIGHTS TO KEEP AND BEAR ARMS AND OFTEN FAVOR SMALLER GOVERNMENT. THEY ARE ON THE CONSERVATIVE SIDE OF THE POLITICAL SPECTRUM AND DONATE TO SUPPORT THE POLITICAL CANDIDATES THAT SHARE THEIR CONSERVATIVE VIEWS.

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**ACTIVE MONTANA HUNTERS AND ANGLERS** (Continued)

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 BUYER

SELECTIONS: STATE, SCF, ZIP	\$5.00/M
LICENSE TYPE	\$10.00/M
GENDER	\$5.00/M
EMAIL	\$60.00
FTP	\$75.00

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