

**FLORIDA ANGLERS AND HUNTERS THAT VOTE**

252,881 12 MONTH LICENSE HOLDERS \$80.00/M

EMAIL ADDRESSES - INQUIRE

REACH THIS UNIQUE UNIVERSE OF LICENSED ANGLERS AND HUNTERS THAT ARE REGISTERED TO VOTE. THESE OUTDOOR ENTHUSIASTS STAY INFORMED OF ALL POLITICAL AFFAIRS OCCURRING AT THE LOCAL, STATE AND FEDERAL LEVELS.

DUE TO THEIR AVID OUTDOOR INTERESTS, THEY SUPPORT THE GOVERNMENT ORGANIZATIONS AND CANDIDATES THAT HAVE A FOCUS ON THE ENVIRONMENTAL, CONSERVATION AND CONSTITUTIONAL ISSUES THAT DIRECTLY AFFECT THE PARTICIPATION LAWS, GUIDELINES AND FREEDOMS ALLOWED TO THEM REGARDING THEIR DESIRED SPORTING INTEREST.

ENJOYING UPPER INCOMES, THEY PURCHASE ALL TYPES OF FISHING AND HUNTING GEAR, EQUIPMENT, TACKLE, ATV'S, TRUCKS, RIFLES, SHOTGUNS, AMMUNITION, PISTOLS, ARCHERY EQUIPMENT, CAMPING AND COOKING SUPPLIES, BOATS AND MOTORS, OUTERWEAR, RUGGED APPAREL, CAMOUFLAGE CLOTHING, DEER STANDS AND FEEDERS, GPS UNITS AND DECOYS.

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

SELECTS AVAILABLE AT \$10/M INCLUDE:  
 HUNTING LICENSE (BY TYPE) FISHING LICENSE (BY TYPE)  
 POLITICAL PARTY AFFILIATION  
 FIRST VOTER REGISTRATION DATE  
 ETHNICITY  
 AGE

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: COMPILED STATE LICENSE BUYERS AND GOVERNMENT REGISTRATIONS

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$5.00/M  |
| GENDER                      | \$5.00/M  |
| ETHNICITY OR AGE            | \$10.00/M |
| LICENSE TYPE                | \$10.00/M |
| POLITICAL PARTY             | /M        |
| C & D COUNTIES              | \$5.00/M  |
| EMAIL                       | \$60.00   |
| FTP                         | \$75.00   |

CONTACT LIST MANAGER [Dorothy@midwestdm.com](mailto:Dorothy@midwestdm.com)

GENDER: 85% MALE  
 CAN SELECT

ADDRESSING:  
 EMAIL  
 FTP

KEYING: \$2.00/M

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THRU: AUGUST 23  
 NEXT: MARCH 24

**Midwest Direct Marketing, Inc.**

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