

ACTIVE OUTDOOR SPORTS ENTHUSIASTS

1,312,483	OUTDOOR ENTHUSIAST	\$70.00/M	
682,490	MAIL ORDER BUYER	\$15.00/M	GENDER: CAN SELECT

THESE ACTIVE ENTHUSIASTS ENJOY A LIFESTYLE THAT INCLUDES OUTDOOR SPORTS SUCH AS GOLF, MOUNTAIN BIKING, TENNIS, SCUBA DIVING, HUNTING, FISHING AND BOATING. THESE HOUSEHOLDS, WHERE ONE OR MORE INDIVIDUALS ENJOY THESE ACTIVITIES, ENGAGE IN INDIVIDUAL PARTICIPATION AS WELL AS GROUP OR TEAM COMPETITIONS.

ADDRESSING:
EMAIL/FTP
CD ROM
DISKETTE

KEYING: 2.00/M

AREAS OF INTEREST AVAILABLE AT \$15/M:

GOLF
FISHING
HUNTING
BOATING
SCUBA DIVING
SNOW BOARDING
MOUNTAIN BIKING
HORSEBACK RIDING
AVID ACTIVE (2+ SPORTS)
TRI ATHLETE (3+ SPORTS)

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: FEBRUARY 2010
NEXT: SEPTEMBER 2010

WITH AN AVERAGE AGE OF 40 AND AN AVERAGE HOUSEHOLD INCOME OF \$65K THESE OUTDOORSMEN AND WOMEN ARE COMMITTED TO MAINTAINING A HEALTHY LIFESTYLE.

DEMOGRAPHICS AVAILABLE AT \$10/M:

AGE	ETHNICITY
INCOME	CHILDREN'S AGE
HOMEOWNER	CHILDREN'S GENDER
LENGTH OF RESIDENCE	PRESENCE OF CHILDREN

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

OCCUPATION
MARITAL STATUS
MAIL ORDER BUYER
CREDIT CARD BUYER

ALL ORDERS CANCELLED AFTER THE MAILDATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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