

ACTIVE OUTDOOR SPORTS ENTHUSIASTS

1,434,051	OUTDOOR ENTHUSIAST	\$70.00/M	
745,705	MAIL ORDER BUYER	\$15.00/M	GENDER:
	EMAIL ADDRESSES		CAN SELECT
		INQUIRE	

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: JANUARY 12

NEXT: JULY 12

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
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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