

ALASKA HUNTING & FISHING

354,594	12 MONTH SPORTSMEN	\$70.00/M	UNIT OF SALE:
205,813	RESIDENT FISHING	\$75.00/M	\$15.00 - \$1,500.00
152,780	NON-RESIDENT FISHING	\$75.00/M	
51,492	RESIDENT HUNTING	\$75.00/M	GENDER: 85% MALE
11,965	NON-RESIDENT HUNTING	\$75.00/M	CAN SELECT
11,311	TRAPPING	\$75.00/M	
162,533	BIG GAME HUNTERS	\$75.00/M	ADDRESSING:
	NON-PROFIT RATE	\$55.00/M	SEE SELECTIONS

OUTDOORSMEN INTERESTED IN ALL ASPECTS OF THE GREAT ALASKAN OUTDOORS INCLUDING HUNTING, FISHING, TRAPPING, CAMPING, HIKING, GUN SPORTS, PHOTOGRAPHY AND MORE.

KEYING: \$3.00/M
MINIMUM ORDER: 5,000

THESE AVID SPORTSMEN HAVE PURCHASED LICENSES TO HUNT BIG GAME AND SMALL GAME INCLUDING BEAR, MOOSE, ELK, DEER, SHEEP, CARIBOU AND WILDFOWL.

SAMPLE REQUIRED
THRU:SEPTEMBER 11
NEXT:APRIL 12

THE FISHERMEN SPEND HUNDREDS OF DOLLARS ANNUALLY TO CATCH SALMON, TROUT AND OTHER NATIVE FISH OF THE ALASKAN REGION. MANY OF THESE OUTDOORSMEN OWN RV'S, SUV'S AND TRUCKS. INQUIRE FOR SPECIFIC COUNTS.

THIS FILE HAS BEEN MATCHED TO A NATIONAL CONSUMER DATABASE TO IDENTIFY MAIL ORDER BUYERS, SUBSCRIBERS AND OTHER CONSUMER DEMOGRAPHIC AND BUYING HABITS.

ALASKA IS ONE OF THE PREMIER VACATION SPOTS IN AMERICA. SURVEYS INDICATE THAT 87% OWN THEIR OWN HOMES. AVERAGE AGE IS 35-50 WITH INCOMES IN THE \$65,000 RANGE.

ALL ORDERS CANCELLED AFTER MAIL DATE 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.

END-USERS REQUIRING TELEPHONE NUMBERS MUST SIGN A "WAIVER OF LIABILITY AND INDEMNIFICATION AGREEMENT" AND MAY BE RQUIRED TO OBTAIN A SANS NUMBER FROM THE FTC WEB SITE: www.telemarketing.donotcall.gov

SOURCE: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	AGE OR INCOME	\$15.00/M
	MAIL ORDER BUYERS	\$15.00/M
	PHONE NUMBERS	\$30.00/M
	6 MONTH RECENCY	\$15.00/M
	CREDIT CARD	\$10.00/M

(CONTINUED ON NEXT CARD)

Midwest Direct Marketing, Inc.
501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320
Email: info@midwestdm.com

ALASKA HUNTING & FISHING (CONTINUED)

GUN OWNERS	\$6.00/M
RV OWNERS	\$15.00/M
P/S LABELS	\$10.00/M
DONOR TO NON-PROFIT CAUSES	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AMERICAN RED CROSS
CONSERVATION FUND

MORGAN STANLEY
MORRIS MAGAZINES

WEST COAST RESORTS
WORLD WIDE ANGLING

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com