

## BIG GAME HUNTERS

384,583	12 MONTH BIG GAME HUNTERS	\$60.00/M	
	6 MONTH HOTLINE	\$75.00/M	
	NON-PROFIT RATE	\$55.00/M	GENDER: 85% MALE CAN SELECT

THESE AVID HUNTERS HAVE THE FINANCIAL RESOURCES AVAILABLE TO PURSUE THEIR LOVE OF BIG GAME HUNTING. THEY TRAVEL TO ALL PARTS OF THE COUNTRY TO REACH THEIR FAVORITE HUNTING DESTINATIONS. THESE AVID HUNTERS SPEND AN ENORMOUS AMOUNT OF MONEY ON CLOTHING AND FOOTWEAR TO PROTECT THEM FROM THE ELEMENTS OF THE WEATHER. THESE OUTDOORSMEN ARE KNOWN BUYERS OF BOOKS RELATED TO HUNTING. THEY ARE ALSO SUBSCRIBERS TO NUMEROUS MAGAZINES RELATING TO THEIR FAVORITE SPORT. THESE HUNTERS PURCHASE GEAR AND EQUIPMENT FROM MAJOR CATALOGS THROUGH THE MAIL AND VIA THE INTERNET.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$3.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: SEPTEMBER 11

NEXT: APRIL 12

THESE HUNTING ENTHUSIASTS ARE INTERESTED IN DOMESTIC AND INTERNATIONAL TRAVEL RELATED OFFERS AS WELL AS VIDEOS AND BOOKS RELATED TO THEIR FAVORITE PASTIMES: HUNTING, FISHING, GUNS, RIFLES, SAFARI HUNTING INCLUDING ELK, BEAR, CARIBOU, DEER AND EXOTIC GAME.

ALL ORDERS CANCELLED AFTER 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.

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

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

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
DONORS/CONTRIBUTORS	\$15.00/M
PHONE NUMBERS	\$30.00/M
CREDIT CARD BY TYPE	\$20.00/M
6 MONTH RECENCY	\$15.00/M
GUN OWNERS	\$6.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

BUCKMASTERS

NEWFOUNDLAND & LABRADOR

ROCKY MTN ELK FND.

NEWPORT CREATIVE - HSUS

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

**Midwest Direct Marketing, Inc.**

501 N. Webster, Spring Hill, KS 66083 (913) 686-2220 Fax: (913) 686-2320

Email: [info@midwestdm.com](mailto:info@midwestdm.com)