

## BIRD &amp; BIG GAME MASTERFILE

7,161,332	TOTAL HUNTER MASTERFILE		\$75.00/M	
97,224	BIG GAME HUNTERS	ADD	\$10.00/M	
380,375	BIRD HUNTERS	ADD	\$10.00/M	GENDER: 94% MALE
428,634	GUNS & AMMO	ADD	\$10.00/M	CAN SELECT
68,740	PRIMITIVE HUNTERS	ADD	\$10.00/M	

## ADDRESSING:

SEE SELECTIONS

THESE AVID HUNTERS FROM ITW PUBLISHING MAKE HUNTING THEIR FAVORITE HOBBY. THEY LIVE FOR THE THRILL OF BAGGING THAT TROPHY MOUNT. WITH AN INCOME OF \$67,000 AND AN AVERAGE AGE OF 48, AND DUE TO THEIR EXTREME COMMITMENT TO THEIR SPORT, THEY SPEND THEIR HARD EARNED INCOME ON GUNS, AMMUNITION, HUNTING APPAREL AND OUTDOOR GEAR. THEY ALSO SUBSCRIBE TO MAGAZINES AND PURCHASE VIDEOS TO LEARN ABOUT THE LATEST TECHNIQUES, NEW REGULATIONS, TRAINING AND CARE FOR THEIR HUNTING DOGS, AND INFORMATION ON WILDLIFE AND HUNTING HOT SPOTS. MANY ARE EXPEDITION HUNTERS THAT TRAVEL TO HUNT AND ALSO BOOK HUNTS WITH OUTFITTERS AND GUIDE SOURCES.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: APRIL 2011

NEXT: MAY 2011

ADDITIONAL SELECTIONS AVAILABLE AT \$15/M:

MULTIPLE LICENSE HOLDERS  
SPORTSMEN THAT TRAVEL  
ENVIRONMENTAL DONORS

ALL HOUSEHOLD DEMOGRAPHIC SELECTIONS ARE AVAILABLE AT \$10/M. PLEASE INQUIRE FOR SPECIFIC SELECTIONS.

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 \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

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

\*\* USAGE \*\*

NATIONAL RIFLE ASSOC. ROCKY MTN ELK FNDN

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