

## BOWHUNTER &amp; ARCHERY

266,523	ACTIVE 12 MONTH HUNTERS	\$75.00/M	
163,728	ACTIVE 6 MONTH HUNTERS	ADD \$10.00/M	GENDER: 85% MALE
122,865	12 MONTH MAIL ORDER BUYERS	\$85.00/M	CAN SELECT

BOWHUNTING AND ARCHERY ENTHUSIASTS WHO SPEND HUNDREDS OF DOLLARS ANNUALLY TO PURCHASE THE PROPER EQUIPMENT, GEAR AND LICENSES TO PURSUE THEIR CHOICE OF LARGE AND SMALL GAME.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$2.00/M

BOWHUNTING IS HIGHLY TECHNICAL AND REQUIRES A GREAT DEAL OF PRACTICE AND EXPERTISE. THESE HUNTERS PURCHASE COMPOUND AND LONG BOWS, SIGHTS, ARROWS, CAMOUFLAGE CLOTHING AND ASSORTED HUNTING GEAR TO AID IN THE HUNT. MOST ALSO ENJOY HUNTING WITH TRADITIONAL AND PRIMITIVE FIREARMS.

MINIMUM ORDER:  
5,000  
SAMPLE REQUIRED  
THRU: JANUARY 2010  
NEXT: AUGUST 2010

AVERAGE AGE IS 40 WITH HOUSEHOLD INCOME IN THE \$55,000 RANGE.

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.

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
ZIP TAPE SET UP FEE	\$50.00
AGE OR INCOME	\$15.00/M
MAIL ORDER BUYER	\$10.00/M
PHONE NUMBERS	\$30.00/M
6 MONTH HUNTERS	\$10.00/M
DONORS/CONTRIBUTORS	\$15.00/M
CREDIT CARD HOLDERS	\$20.00/M
GUN OWNERS	\$6.00/M
GENDER	\$6.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

BONNIER CORP.  
BUCKMASTERS  
CABELA'S  
THE NRA

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