

**BOWHUNTER & ARCHERY**

315,622	ACTIVE 12 MONTH HUNTERS	\$75.00/M	
298,471	12 MONTH PRODUCT BUYERS	\$85.00/M	GENDER: 85% MALE
	6 MONTH HOTLINE	ADD \$10.00/M	CAN SELECT
	3 MONTH HOTLINE	ADD \$15.00/M	
	1 MONTH HOTLINE	ADD \$20.00/M	
	EMAIL ADDRESSES	INQUIRE	

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  
UPDATED MONTHLY

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.

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

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	AGE OR INCOME	\$15.00/M
	PHONE NUMBERS	\$30.00/M
	DONORS/CONTRIBUTORS	\$15.00/M
	CREDIT CARD HOLDERS	\$20.00/M
	GUN OWNERS	\$6.00/M
	GENDER	\$6.00/M
	ELECTRONIC DELIVERY	\$50.00

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)