

GREAT OUTDOOR FAMILIES

6,512,941	12 MONTH MASTERFILE		\$60.00/M	
3,234,282	6 MONTH MASTERFILE	ADD	\$10.00/M	
1,632,533	3 MONTH MASTERFILE	ADD	\$20.00/M	
1,048,834	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 85% MALE
3,156,778	PRODUCT BUYERS	ADD	\$10.00/M	CAN SELECT
1,806,335	PRODUCT SUBSCRIBERS	ADD	\$10.00/M	
	EMAIL ADDRESSES	INQUIRE		ADDRESSING: SEE SELECTIONS

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE BELOW.

THE GREAT OUTDOOR FAMILIES DATABASE REPRESENTS THE CORE OF AMERICAN FAMILIES WHO HAVE RELIED ON OUTDOOR INTERESTS AND ACTIVITIES TO HELP MAINTAIN HEALTHY MINDS AND BODIES. THESE OUTDOOR ORIENTED FOLKS HAVE EXPRESSED INTEREST OR PURCHASED PRODUCTS THROUGH MAIL ORDER FOR HUNTING, FISHING, CAMPING, BIKING, RUNNING, BOATING, COOKING, ENVIRONMENTAL, HORSES, PETS AND CRAFTS. THESE ACTIVE CONSUMERS ARE HOME OWNERS WITH AN AVERAGE INCOME IN THE \$50'S. THE "PRIME TIME SPORTSMEN" SELECT REPRESENTS THE ACTIVE OUTDOORSMAN WITH "BUYING POWER" AS THIS GROUP IS MORE MATURE, AND ACTIVELY INVOLVED IN ALL ASPECTS OF OUTDOOR LIFE. DIRECT MAIL ALLOWS THESE FAMILIES TO FULFILL THEIR DESIRES FOR OUTDOOR SERVICES AND MERCHANDISE, MEMBERSHIPS, VACATIONS, CASUAL APPAREL AND ITEMS FOR THE HOME AND WORKSHOP AND GOLF COURSE.

MINIMUM ORDER:
5,000
SAMPLE REQUIRED
UPDATED MONTHLY

ADDITIONAL DEMOGRAPHIC SELECTIONS AVAILABLE:
CHILDREN AGE HOME VALUE INCOME
MORTGAGE DATA CREDIT SCORE LENGTH OF RESIDENCE

ADDITIONAL SELECTIONS AVAILABLE AT \$6.00/M:

WATERFOWL HUNTERS 272,289	BICYCLING 150,321
TURKEY HUNTERS 177,781	SNOW SKIING 172,366
PRIMITIVE ARMS 85,371	BASKETBALL 63,740
ARCHERY/BOW HUNTERS 464,601	FOOTBALL 227,866
CAMPING 2,921,905	BASEBALL 187,499
COOKING 276,289	SAILING 127,358
GOURMET & WINE 246,670	HOCKEY 60,360
CIGAR AFICIONADO 449,849	TENNIS 120,253
HEALTH/FITNESS 225,493	SCUBE DIVING 76,433
RUNNING/JOGGING 74,881	WEIGHT LIFTING 44,254
HEALTH WALKING 169,761	NASCAR 202,843
SPORTS MAGAZINES 219,445	WOODWORKING 445,929
BIRD WATCHING 30,189	CRAFTS/SEWING 316,972
GOLF ENTHUSIASTS 353,781	RV OWNERS 1,006,789
MOTORCYCLE RIDING 74,619	COUNTRY MUSIC 203,698
HORSE ENTHUSIASTS 191,694	CHRISTIAN MUSIC 59,374
VACATION TRAVELERS 307,710	FLOWER GARDEN 80,722
VEGETABLE GARDEN 51,674	
GUNS & HUNTING BY TYPE 2,592,207	
FISHING (SALT OR FRESH) 1,454,797	
PET OWNERS BY TYPE 678,797	

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Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

GREAT OUTDOOR FAMILIES (CONT'D)

BOATING/BOAT OWNERS BY TYPE 2,456,306
PRIVATE AIRCRAFT PILOTS 521,543
MILITARY HISTORY 34,446
ENVIRONMENTAL DONORS 775,294
DONORS/CONTRIBUTORS 1,481,860

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

SOURCE: MAILIST AMERICA, CATALOGS, MAGAZINES,
WARRANTY CARDS, MEMBERSHIPS, DNR, SPACE,
INTERNET BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
CARRIER RT CODE	\$6.00/M
PRESORTING	\$8.00/M
KEY CODING	\$2.00/M
AGE OR INCOME	\$10.00/M
GENDER	\$6.00/M
HOMEOWNER	\$10.00/M
LENGTH OF RESIDENCE	\$10.00/M
HOME VALUE	\$10.00/M
CREDIT SCORE	\$10.00/M
MORTGAGE DATA	\$10.00/M
DWELLING TYPE	\$10.00/M
INCOME	\$10.00/M
LIFESTYLE	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
NUMBER OF CHILDREN	\$10.00/M
EDUCATION LEVEL	\$10.00/M
HISPANIC FAMILIES	\$20.00/M
TELEPHONE NUMBERS	\$30.00/M
MARITAL STATUS	\$10.00/M
CREDIT CARD	\$10.00/M
ELECTRONIC DELIVERY	\$50.00

** USAGE **

AM. RED CROSS	GREAT PLAINS DIRECT	RESOURCE DIRECT
CARIBOU COFFEE	KC AUTOMATED MAIL, INC.	SAFE HOME SECURITY
CHRISTIAN MEMORIAL	LONE STAR STEAKHOUSE	SALVATION ARMY
CITIES UNLIMITED	LUXOR RESORT	SUMMIT MARKETING
COMFORT DESIGNS	PHEASANTS/QUAILS	TARGET ADMISSIONS
DIRECT SECURITY	PRINTING, INC.	WOO WOO PRODUCTION
EXTREME POWERSPORTS	RECREATIONAL EQUIP.	ZOOLOGICAL SOCIETY

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