

GREAT OUTDOOR FAMILIES

7,557,356	12 MONTH MASTERFILE		\$60.00/M	
3,788,658	6 MONTH MASTERFILE	ADD	\$10.00/M	
1,894,330	3 MONTH MASTERFILE	ADD	\$20.00/M	
989,433	1 MONTH HOTLINE	ADD	\$30.00/M	GENDER: 85% MALE
4,095,884	MAIL ORDER BUYERS	ADD	\$10.00/M	CAN SELECT
2,085,778	MAIL ORDER SUBSCRIBERS	ADD	\$10.00/M	

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 287,141	BICYCLING 159,455
TURKEY HUNTERS 191,427	SNOW SKIING 183,322
PRIMITIVE ARMS 90,906	BASKETBALL 68,284
ARCHERY/BOW HUNTERS 490,686	FOOTBALL 241,400
CAMPING 3,204,563	BASEBALL 199,886
COOKING 398,808	SAILING 136,301
GOURMET & WINE 261,689	HOCKEY 65,645
HEALTH/FITNESS 239,284	TENNIS 127,294
RUNNING/JOGGING 79,761	SCUBA DIVING 81,858
HEALTH WALKING 180,807	WEIGHT LIFTING 48,663
SPORTS MAGAZINES 233,214	NASCAR 214,651
BIRD WATCHING 32,940	WOODWORKING 470,595
GOLF ENTHUSIASTS 374,481	CRAFTS/SEWING 334,999
MOTORCYCLE RIDING 79,979	RV OWNERS 1,074,330
HORSE ENTHUSIASTS 203,473	COUNTRY MUSIC 216,040
VACATION TRAVELERS 326,428	CHRISTIAN MUSIC 63,581
VEGETABLE GARDEN 56,484	FLOWER GARDEN 87,246
GUNS & HUNTING BY TYPE 2,871,420	
FISHING (SALT OR FRESH) 1,674,994	
PET OWNERS BY TYPE 717,855	

CONTINUED ON NEXT PAGE

Midwest Direct Marketing, Inc.

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Email: info@midwestdm.com

GREAT OUTDOOR FAMILIES (CONT'D)

BOATING/BOAT OWNERS BY TYPE 2,711,897
PRIVATE AIRCRAFT PILOTS 550,357
MILITARY HISTORY 38,318
ENVIRONMENTAL DONORS 819,218
DONORS/CONTRIBUTORS 1,754,757

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
ZIP +4	\$6.00/M
ZIP SET UP	\$50.00
CARRIER RT CODE	\$6.00/M
PRESORTING	\$8.00/M
KEY CODING	\$2.00/M
AGE OR INCOME	\$10.00/M
6 MONTH	\$10.00/M
3 MONTH	\$20.00/M
GENDER	\$6.00/M
LENGTH OF RESIDENCE	\$10.00/M
DWELLING TYPE	\$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
MAIL ORDER BUYERS	\$10.00/M
CHESHIRE LABELS	\$2.00/M
PRESSURE SENSITIVE LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00
E-MAIL ADDR'S & DELIVERY	\$350.00/M

** USAGE **

PHEASANTS/QUAILS

RECREATIONAL EQUIP.

ZOOLOGICAL SOCIETY