

**HUNTING AND FISHING AFICIONADOS**

00202

|           |                              |           |                  |
|-----------|------------------------------|-----------|------------------|
| 1,927,843 | 12 MONTH HUNTING ENTHUSIASTS | \$60.00/M |                  |
| 1,202,509 | 12 MONTH FISHING ENTHUSIASTS | \$60.00/M | GENDER: 85% MALE |
| 1,485,209 | 6 MONTH HUNTING AND FISHING  | \$60.00/M | CAN SELECT       |
| 661,073   | 12 MONTH HUNTING MOB         | \$70.00/M |                  |
| 381,576   | 12 MONTH FISHING MOB         | \$70.00/M | ADDRESSING:      |
|           | EMAIL ADDRESSES              | INQUIRE   | SEE SELECTIONS   |
|           | NON-PROFIT RATE              | \$55.00/M |                  |
|           |                              |           | KEYING: \$3.00/M |

THESE AVID HUNTERS AND FISHERMEN TRAVEL TO SOME OF THE MOST BEAUTIFUL LAKES AND WOODED AREAS IN THE UNITED STATES TO PARTICIPATE IN THEIR FAVORITE OUTDOOR ACTIVITIES, HUNTING AND FISHING.

MINIMUM ORDER: 5,000

SAMPLE REQUIRED

THEY SPEND EXCESSIVE AMOUNTS OF THEIR DISCRETIONARY INCOME ON ARCHERY EQUIPMENT AND SUPPLIES, GUNS, RIFLES, BOATS, APPAREL, FOOTWEAR AND GEAR RELATED TO THEIR OUTDOOR HOBBIES.

UPDATED MONTHLY

THESE HUNTERS AND FISHERMEN ARE PROVEN RESPONDERS TO MAGAZINE, VIDEO AND BOOK OFFERS RELATED TO THEIR SPORT.

ADDITIONAL SELECTS AVAILABLE:

|                |                      |
|----------------|----------------------|
| PRODUCT BUYERS | CHILDREN AT HOME     |
| BOAT OWNERS    | MAGAZINE SUBSCRIBERS |
| DOG OWNERS     | DONORS/CONTRIBUTORS  |

ALL ORDERS CANCELLED AFTER MAILDATE 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  |
| 3 MONTH HOTLINE             | \$10.00/M |
| 1 MONTH HOTLINE             | \$15.00/M |
| GUN OWNERS                  | \$6.00/M  |
| GENDER                      | \$6.00/M  |
| AGE OR INCOME               | \$15.00/M |
| PRODUCT BUYERS              | \$10.00/M |
| DONORS/CONTRIBUTORS         | \$15.00/M |
| CREDIT CARD BY TYPE         | \$20.00/M |
| TELEPHONE NUMBERS           | \$30.00/M |
| ELECTRONIC DELIVERY         | \$50.00   |

\*\* USAGE \*\*

ACME ELECTRIC TOOL CRIB      CANADIAN TOURISM      CAL FARLEYS BOYS RANCH      NRA

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