

1,596,005	12 MONTH SPORTSMEN	\$55.00/M	UNIT OF SALE:
963,435	GUNS/HUNTING	\$60.00/M	\$22.00 AVERAGE
407,189	FISHING	\$60.00/M	
245,359	CAMPING	\$60.00/M	GENDER: MOSTLY MALE
60,277	ARCHERY	\$60.00/M	
88,187	TURKEY	\$60.00/M	
110,787	DEER	\$60.00/M	ADDRESSING:
30,606	TROUT STAMPS	\$60.00/M	SEE SELECTIONS
77,796	WATERFOWL/DUCK	\$60.00/M	
74,526	QUAIL/UPLAND BIRD	\$60.00/M	KEYING: \$2.00/M
496,717	BOATING	\$60.00/M	
13,646	MUZZLELOADERS	\$60.00/M	MINIMUM ORDER:
60,613	SALT WATER FISHING	\$60.00/M	5,000
22,692	TRAPPING	\$60.00/M	
12,218	BEAR	\$60.00/M	SAMPLE REQUIRED
	BUYERS	ADD \$10.00/M	
	SUBSCRIBERS	ADD \$10.00/M	THRU: SEPTEMBER 11
	6 MONTH RECENCY	ADD \$10.00/M	NEXT: APRIL 12
	NON-PROFIT MAILERS	\$50.00/M	

ACTIVE OUTDOORSMEN WHO HAVE PURCHASED A STATE OR FEDERAL LICENSE TO HUNT, FISH, CAMP OR BOAT IN AMERICA'S GREAT OUTDOORS...OR A BUYER, SUBSCRIBER OR ATTENDEE OF AN OUTDOOR SHOW. THEY SPEND MONEY ON LICENSES, GUNS, HUNTING ACCESSORIES, RODS AND REELS,BOATS, OUTDOOR APPAREL AND ALL OF THE ACCESSORY ITEMS TO MAKE A SUCCESSFUL OUTDOOR ADVENTURE.

A PORTION OF EACH PERMIT OR LICENSE SOLD GOES DIRECTLY INTO FUNDS FOR WILDLIFE MANAGEMENT, CONSERVATION EFFORTS AND HABITAT MANAGEMENT. AVERAGE AGE IS 33 WITH AN AVERAGE INCOME OF \$36,000.

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: REGISTRATIONS, OUTDOOR SHOWS, DNR, SUBSCRIBERS AND MOB'S

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
6 MONTH HOTLINE	\$20.00/M
GENDER, AGE, INCOME	\$7.00/M
PHONES	\$30.00/M
P/S LABELS	\$10.00/M
MAIL ORDER RESPONDERS	\$10.00/M
DONORS / CONTRIBUTORS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

BASSMASTER	KRAUSE PUBLICATION	WESTERN PA CONSERV
CABELA'S	OUTDOORSMAN HUNTIN	FLW OUTDOORS MAGAZINE
ROGER'S SPORTING GOODS		

CONTACT LIST MANAGER EMAIL: 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