

OUTDOOR DETAILS MASTERFILE

26,320,457	12 MONTH OUTDOOR ENTHUSIASTS		\$65.00/M	
15,565,935	SPORTSMEN	ADD	\$10.00/M	
7,948,015	HUNTERS	ADD	\$10.00/M	
12,828,065	FISHERMEN	ADD	\$10.00/M	ADDRESSING:
2,595,645	BOATERS	ADD	\$10.00/M	SEE SELECTIONS
6,336,023	HUNTING & FISHING COMBO	ADD	\$20.00/M	
5,718,014	EXPEDITION SPORTSMAN	ADD	\$20.00/M	
5,739,947	AVID SPORTSMEN	ADD	\$20.00/M	KEYING: \$2.00/M
	(3+ ACTIVITIES)			
7,975,047	HIKING & CAMPING	ADD	\$10.00/M	
3,730,514	BIRD WATCHING	ADD	\$10.00/M	MINIMUM ORDER:
1,476,109	WATER SPORTS	ADD	\$10.00/M	5,000
2,534,791	SNOW SPORTS	ADD	\$10.00/M	

THESE AVID OUTDOOR ENTHUSIASTS FROM ITW PUBLISHING SPEND THEIR FREE TIME PARTICIPATING IN THE SPORT OR HOBBY THEY LOVE. WHETHER THEY ARE HUNTERS AND FISHERMAN, OR ACTIVE IN WATER SPORTS, SNOW SPORTS, HIKING OR BIRD WATCHING, THEIR RECREATIONAL ACTIVITIES ALWAYS INVOLVE THE GREAT OUTDOORS FROM THE MOUNTAINS TO THE OCEANS, COAST TO COAST.

SAMPLE REQUIRED

THRU: JULY 11
NEXT: FEBRUARY 12

THEIR OUTDOOR ACTIVITIES REQUIRE THEM TO PURCHASE SPECIFIC APPAREL, GUNS, AMMO, ARCHERY EQUIPMENT, STAND AND BLIND EQUIPMENT FOR HUNTING, CAGES AND SUPPLIES FOR THEIR HUNTING DOGS, RODS, REELS, AND TACKLE FOR FISHING, WATERSPORTS BOARDS, SAFETY EQUIPMENT AND SUPPLIES FOR BOATING ACTIVITIES, AND SPECIAL GEAR AND EQUIPMENT FOR ALL OTHER OUTDOOR SPORTS, CAMPING AND DAILY EXCURSIONS.

MANY SUBSCRIBE TO MAGAZINES AND PURCHASE BOOKS TO STAY ABREAST OF NEW PRODUCTS AND TECHNIQUES RELATED TO THEIR SPECIFIC ACTIVITY. MANY ARE BIG GAME AND TROPHY HUNTERS THAT BOOK EXPEDITIONS AND OUTFITTERS. THE ANGLERS PURCHASE THE BEST OF EQUIPMENT TO HELP THEM "HOOK THE BIG ONE". MANY ARE ALSO BOAT OWNERS TRAVELING THE LAKES AND STREAMS OF AMERICA TO FIND THAT SECRET SPORT FOR FILLING THEIR BASKETS.

MOST OF THESE ACTIVE OUTDOOR FAMILIES SPEND THEIR VACATION TIME PARTICIPATING IN THEIR SPORT AND TRAVEL TO THE BEST DESTINATIONS FOR THE ULTIMATE EXPERIENCE.

ADDITIONAL SELECTIONS AVAILABLE AT \$15/M:

MULTIPLE LICENSE HOLDERS
SPORTSMEN THAT TRAVEL
UPLAND BIRD HUNTERS
WATERFOWL HUNTERS
DEEP SEA/SALT WATER FISHING
FISHERMEN WITH BOATS
DONORS - ENVIRONMENTAL

*** SEVERAL MORE LIFESTYLE SELECTS AVAILABLE ***
*** PLEASE INQUIRE ***

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OUTDOOR DETAILS MASTERFILE (CONT'D)

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

MAIL ORDER BUYERS

CREDIT CARD BUYERS

AGE OR INCOME

*** SEVERAL MORE AVAILABLE - PLEASE INQUIRE ***

AS ALL OUTDOOR SPORTS DEPEND ON THE ENVIRONMENT,
MANY OF THESE FOLKS DONATE TO ORGANIZATIONS THAT
SECURE AND PROTECT THE WILDERNESS AND WATER AREAS
NEEDED TO ENJOY THEIR SPORT.

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: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

** USAGE **

BACK COUNTRY
BASS PRO SHOPS
BUCKMASTER KNIVES
CABELA'S
CAMPING WAREHOUSE

COUNTRY SUPPLY
FORESTRY SUPPLIERS
NATCHEZ SHOOTERS SUPPLIES
ORVIS
PATAGONIA

PETSMART
REI
SIERRA TRADING POS
SMART PAK EQUINE
SPORTMAN'S GUIDE

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