

SALT WATER FISHING

189,096 ACTIVE SALT WATER FISHERMEN \$70.00/M
 NON-PROFIT RATE \$65.00/M GENDER: 85% MALE
 EMAIL ADDRESSES INQUIRE CAN SELECT

NOTHING IS BETTER THAN THE DRAMATICS AND AERIAL
 BALLET OF A HOOKED MARLIN OR A GREAT SHARK FIGHT.
 THESE AVID SALT WATER FISHERMEN SPEND THEIR LEISURE
 TIME AND EXPENDABLE INCOME ON THEIR SALT WATER
 PASSION.

ADDRESSING:
 SEE SELECTIONS
 KEYING: \$3.00/M

THESE FISHERMEN ARE REPRESENTED FROM COAST TO COAST
 AND ALL HAVE PAID FEES TO FISH FOR THEIR FAVORITE
 GAME OR FOOD FISH. MANY OF THESE SPORTSMEN
 PARTICIPATE IN THE CATCH AND RELEASE PROGRAMS
 ADVOCATED BY CONSERVATION GROUPS AND DNR'S.

MINIMUM ORDER:
 5,000

SAMPLE REQUIRED

THRU: FEBRUARY 12
 NEXT: AUGUST 12

THE AVERAGE AGE IS 45 AND HOUSEHOLD INCOME IS
 \$140,000.

ADDITIONAL SELECTIONS INCLUDE :

HOUSEHOLD DEMOGRAPHICS	ADD \$15.00/M
HUNTERS	ADD \$15.00/M
MAGAZINE SUBSCRIBERS	ADD \$15.00/M
PRODUCT BUYERS	ADD \$15.00/M
DONOR/CONTRIBUTOR	ADD \$15.00/M

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.

SOURCE: MAGAZINES, DNR, MAIL ORDER, PRODUCT
 REBATES, REGISTRATIONS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
CREDIT CARD BY TYPE	\$20.00/M
AGE OR INCOME	\$15.00/M
6 MONTH RECENCY	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

USAGE

BASS PRO SHOPS
BONNIER CORP.

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