

FISHING WOMEN — \$70/M
WOMEN FISHING BOAT OWNERS MIN. \$400

#204a-X0778-04-R
 2005

181,859 Fishing Women/Women Fishing Boat Owners
93,786 with Phones - \$20/M

These **Fishing Women** are skilled boaters and have exceptional interest in their sport as well as numerous other outdoor activities.

SELECTIONS AVAILABLE

- ✓ **78,434 Bass Fishing Boat Owners**
- ✓ **145,342 Inland Water Fishing Boat**
- ✓ **8,979 Coastal/Offshore Fishing Boat**

✓ **Boat Demographics**

Boat Size — \$5/M	Reg Date — \$10/M	Propulsion Type — \$5/M
Boat Mfr/Hull ID — \$45/M	Reg Expiration — \$10/M	Multi-Boat Hslds — \$20/M
Hull Material - \$5/M	Reg Out-of-State — \$20/M	Motor Type — \$5/M
		Yr Built — \$5/M

✓ **Family Demographics**

Mail Order Buyers:	Net Worth — \$20/M	Home Value — \$15/M
6 Mo — \$12.50/M	Income — \$10/M	Occupation — \$5/M
12 Mo — \$10/M	Length of Res — \$5/M	Donors — \$10/M
Credit Card — \$10/M	Marital Status — \$5/M	Children in Hsld — \$5/M
Dwelling Type — \$5/M	Pet Owner — \$5/M	Catalog Buyers — \$15/M
Gender — \$5/M	Pres of Motorcycle — \$20/M	Home Owners/Renters — \$5/M
Age — \$10/M	Presence of SUV/Pickup — \$20/M	

☆ **ALSO AVAILABLE**

- ✓ **Internet Users — \$15/M**
- ✓ **Fishing License Holders – See separate card.**

FW

Zip Sequence
4-up Cheshire

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Geography - \$5/M

Prizm - \$10/M
Microvision - \$10/M
Keying - \$2/M

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P-S Labels - \$7.50/M
Mag Tape - \$25
Cartridge - \$30
Disk/Email/CD/FTP - \$50/L

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Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

FISHING WOMEN/WOMEN FISHING BOAT OWNERS

4,691 AL	21,195 FL	4,936 LA	2,933 NE	8,513 OH	235 TX
30 AK	7,334 GA	3,912 ME	745 NV	49 OK	394 UT
2,256 AZ	19 HI	2,303 MD	533 NH	1,801 OR	53 VT
6,372 AR	380 ID	3,367 MA	224 NJ	367 PA	8,625 VA
403 CA	1,147 IL	15,642 MI	31 NM	34 RI	186 WA
956 CO	396 IN	28,021 MN	6,946 NY	6,395 SC	1,156 WV
320 CT	5,217 IA	3,373 MS	6,580 NC	69 SD	7,955 WI
36 DE	64 KS	2,953 MO	1,509 ND	5,972 TN	32 WY
32 DC	2,730 KY	636 MT			

UPDATES: New information is added 3 times per year at which time the file is also NCOA processed & CASS certified.

SOURCE: List is compiled via state registration records.

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