

FISHING LICENSE HOLDERS

\$75/M
MIN. 5,000

#605-X0742-04-R

7,116,241 Fishing License Holders
2,677,799 With Phones - \$20/M Additional

A NEWLY UPDATED database! Besides fishing, these individuals enjoy water activities and outdoor sports in general. Many own boats and other watercraft and are constantly looking for accessories to keep them on the cutting edge of their sport.

SELECTIONS AVAILABLE – add'l costs as shown

- ✓ License Type — \$15/M
- ✓ Multi-License Holders — \$5/M
- ✓ Out-of-State License Holders — \$10/M
- ✓ Household Demographics
 - Mail Order Buyers — \$12.50/M
 - Age — \$10/M
 - Credit Card — \$10/M
 - Dwelling Type — \$5/M
 - Gender — \$5/M
 - Net Worth — \$20/M
 - Income — \$10/M
 - Length of Res — \$5/M
 - Marital Status — \$5/M
 - Home Value — \$15/M
 - Occupation — \$5/M
 - Donors — \$10/M
 - Children in Hsld — \$5/M
 - Catalog Buyers — \$15/M
 - Home Owners/Renters — \$5/M
 - Pet Owners — \$5/M
 - SUV/Pickup/Van Owners — \$20/M

ALSO AVAILABLE

- ✓ **8,239,990 Hunting License Holders – see separate data card**



Zip Sequence

★★★★★★★★★★

Geography - \$5/M

Keying - \$3/M

★★★★★★★★★★

P-S Labels - \$10/M

Disk/Email/CD/FTP - \$50/L

★★★★★★★★★★

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

FISHING LICENSE HOLDERS

66,132 AL	802,142 FL	32,892 LA	21,233 NE	821,598 OH	484,195 TX
125,936 AK	85,757 GA	113,085 ME	86,816 NV	42,954 OK	183,415 UT
55,523 AZ	6,746 HI	22,959 MD	113,649 NH	423,618 OR	9,063 VT
36,676 AR	35,929 ID	77,198 MA	36,644 NJ	89,884 PA	206,021 VA
171,923 CA	223,813 IL	89,578 MI	12,904 NM	7,891 RI	114,476 WA
58,711 CO	72,246 IN	87,316 MN	63,385 NY	101,353 SC	20,839 WV
23,581 CT	51,366 IA	319,454 MS	287,653 NC	9,812 SD	551,644 WI
10,222 DE	7,375 KS	602,958 MO	9,261 ND	216,070 TN	12,905 WY
1,233 DC	39,032 KY	91,550 MT			



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