

OUTDOORS ADVENTURERS

\$85/M
MIN. 5,000

2008

11,071,444 Outdoors Equipment Buyers

An excellent database of outdoors adventurers who have purchased all kinds of outdoors related merchandise. Includes buyers of ski equipment, camping equipment, guns and ammunition, hunting gear, fishing equipment, and other paraphernalia. **See below for brand new additional Outdoor Interest selects.**

These proven buyers are derived from direct mail sources.

Uses include gun and law enforcement related issues, conservative political campaigns, outdoors equipment, camping related offers, sporting goods and outdoors catalogs.

This file has been enhanced with a tremendous amount of data and includes the selections shown below *plus many more*. Inquire for additional.

Phone numbers are available - \$20/M additional.

SELECTIONS AVAILABLE - PRICES AS SHOWN

- ✓ Age - \$10/M ✓ Presence of Children - \$5/M ✓ Income - \$10/M
- ✓ Gender - \$5/M ✓ Homeownership - \$5/M
- ✓ Outdoor Interests - \$15/M

3,329,595	Cycling	2,706,069	RV Travel
1,446,919	Fishing	5,388,209	Golf
1,622,664	Hiking/Camping	3,456,305	Sailing/Boating
1,859,528	Motorcycling	3,199,437	Power Boating
1,670,257	Shooting/Hunting	3,706,152	Jogging/Running
4,650,444	Snow Skiing	4,258,388	Tennis

FW

Zip Sequence
★★★★★★★★★★★★

P-S Labels - \$10/M

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

Geographic - \$5/M

Keying - \$3/M

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Phones - \$20/M

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**SAMPLE MAILING
PIECE REQUIRED**

OUTDOORS ADVENTURERS

153,409 AL	623,162 FL	112,698 LA	60,807 NE	473,476 OH	709,347 TX
13,932 AK	339,905 GA	46,771 ME	77,590 NV	96,310 OK	82,678 UT
178,049 AZ	30,680 HI	273,987 MD	73,428 NH	127,326 OR	23,354 VT
66,992 AR	38,581 ID	386,387 MA	468,810 NJ	466,509 PA	359,262 VA
1,368,390 CA	532,573 IL	433,849 MI	48,091 NM	51,110 RI	261,959 WA
208,482 CO	202,737 IN	216,149 MN	671,703 NY	141,571 SC	37,102 WV
220,457 CT	90,294 IA	72,603 MS	322,145 NC	19,740 SD	216,552 WI
38,580 DE	66,806 KS	191,321 MO	16,670 ND	189,085 TN	13,594 WY
15,242 DC	114,669 KY	26,520 MT			

★★★ *Celebrating Our 36th Anniversary* ★★★



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