

SPECIAL INTEREST DATA CARD



Affluent Sportsmen

Target Sportsmen Across the Country

These individuals believe in the true American Heritage of hunting and fishing, support numerous conservation and wildlife education projects, subscribe to a variety of outdoor-related publications, and are frequent travelers. A majority of them are in professional/technical occupations, have higher or dual income households, purchase better quality sporting equipment and are committed to preserving the American Wilderness. This database represents that segment of the Outdoor Enthusiast market that take their passion for the outdoors seriously. Updated monthly.

Affluent Sportsmen

Monthly Hotline: (300,000+)	\$60.00/M
Total Universe: (10,000,000+)	\$50.00/M
Boating, Fishing, Camping, Hiking or Hunting	+\$5.00/M
Big Game Hunters, Small Game Hunters, Bird Hunters	+\$7.50/M
Motorcycle and/or RV/ATV Owners, Outdoor Equip. Buyers	+\$7.50/M



Selections

Dwelling Type, Gender, Head of Household, Household Income, Length of Residence, Marital Status, Median Age, Median Education, Median Home Value - each \$5.00/M extra

Bank Cardholders, Homeowners, Individual Income, Occupation, Presence of Children, Renters, Retail Cardholders - each \$7.50/M extra

Ethnicity, Exact Age, Mail Order Buyers, Mail Responsive Donors, Telephone Numbers - each \$10.00/M extra

State, SCF, County - \$5.00/M extra; Zip Code, Mileage Radius - each \$6.00/M extra

Best Uses

- Apparel
- Catalog
- Consumer Lending
- Consumer Products
- Continuity Clubs
- Credit Cards
- Entertainment/Travel
- Fundraising
- Hobbies
- Hunting/Fishing/Sports Equip.
- Insurance
- Investment
- Magazine/Newspaper
- Mortgage
- Restaurant
- Retail/Services
- Telecommunications
- Tourism
- Utilities

Other

Delivery:

- Shipping occurs on or before the third working day from receipt of all required materials
- Rush service is available for an additional fee

Requirements:

- Minimum test: 5,000 names
- Sample mail piece & mail dates
- Purchase order or signed order confirmation
- Prepayment or payment of previous orders if applicable