

Affluent Sportsmen Target active sportsmen across the country.

These individuals believe in the true American heritage of hunting, fishing, camping and 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.

Monthly Hotline: (300,000+) \$60.00/M	Total Universe: (16,000,000+) \$50.00/M	Boating, Fishing, Camping, Hiking, or Hunting +\$5.00/M	Motorcycle/RV/ATV Owners or Outdoor Equipment Buyers +\$7.50/M
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Selections

Dwelling Type	County	Bank Cardholders	Ethnicity
Education	SCF	Homeowners	Exact Age
Gender	State	Number of Children	Mail Order Buyers
Head of Household	Each \$5.00/M extra	Occupation	PRIZM [®] NE
Home Value		Premium Card Buyers	Telephone Numbers
Household Income	Mileage Radius	Presence of Children	Each \$10.00/M extra
Marital Status	ZIP Code	Renters	
Median Age	Each \$6.00/M extra	Retail Card Shoppers	Children's Ages
Each \$5.00/M extra		Each \$7.50/M extra	\$15.00/M extra

Best Uses

Apparel	Credit Cards	Sporting Goods	Outdoor Equipment
Catalog	Entertainment/Travel	Insurance	Restaurant/Fast Food
Conservation Efforts	Hobbies	Investment	Retail/Services
Consumer Products	Hunting/Fishing	Magazine/Newspaper	Telecommunications

Other

Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

Requirements:

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



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