

The Great Outdoors

12,485,178 TOTAL UNIVERSE / BASE RATE \$75.00/M
482,582 Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

This list of outdoor sports enthusiasts represents a broad array of people including singles, young adults, families with children, boomers and active seniors. These individuals are interested in and take part in outdoor activities such as hiking, camping, jogging, tennis, golf, skiing, bicycling, motorcycling, hunting and fishing. A high percentage of these outdoor enthusiasts are professionals who have a median household income of \$48,000. Not only are they inclined to incorporate their love of the outdoors into their vacations they are also likely to seek out and try other adventurous excursions. Reach these responsive individuals with offers for sporting goods and apparel, magazine subscriptions, travel, insurance, credit card and financial offers as well as for catalog shopping, fundraising and investing.

Source:

Mail Order Buyer and Transactional Data

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

SELECTS

Age \$6.00/M
Bicycling \$7.50/M
Boating \$7.50/M
Bankcard Holders \$10.00/M
Camping/Hiking \$7.50/M
Fishing/Hunting \$7.50/M
Gender \$6.00/M
Golf \$7.50/M
Health & Fitness \$7.50/M
Homeowner \$5.00/M
Income \$6.00/M
Joggers \$7.50/M
Motorcycle Owners \$7.50/M
Online Shoppers \$10.00/M
Presence of Children \$5.00/M
State, Zip, SCF \$5.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

46% Female
53% Male
Median Age: 38
Median Household Income: \$48,000

ADDRESSING

Email \$50.00/F
FTP \$50.00/F
Running Charges \$8.00/M
ZIP+4 \$6.50/M



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