

Special Interests

Data Cards

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

INTERESTS & ATTITUDES

Identify Prospects Likely To Buy Your Product/Service

Introducing the availability of "Personal Interests & Attitudes". This consumer-supplied data is gathered through personal surveys, questionnaires and research, enhanced with demographics and then modeled with a select group of data sources. Identify those new prospects most likely to buy your product or service based on their interests, attitudes and past buying behavior. This insightful information can make the difference between success and failure.

Interests & Attitudes

Monthly Hotline	\$75.00/M	Total Universe	\$65.00/M
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Active Lifestyles, Adventure Seekers, Alt. Medicine Practitioners, Animal Lovers, Antique Collectors, Arts - Crafts - Decorating Lovers, Auto Repair, Avid Readers, Charity Supporters, Community Supporters,	Cooking - Gourmet Enthusiasts, Environmental Lovers, Fast Food Junkies, Gardening Lovers, Growing Families, Handymen, Health & Fitness Shoppers, Info Seekers, Internet Shoppers, Investors, Museum Lovers,	Music Lovers, Organic Foods Lovers, Political Contributors, Seasoned Sports Fans, Social Contributors, Technology Seekers, Travel & Wine Lovers, Trend Setters, Video Gamers
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Best Uses

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

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

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 and mail dates

Purchase order or signed order confirmation

Prepayment or payment of previous orders if applicable

Selections

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
Each \$5.00/M extra

Zip Code
Mileage Radius
Each \$6.00/M extra

FMP Direct

Libertyville
Illinois 60048
800.995.3343
847.816.1919
F 847.816.1969
fmpdirect.com