

# 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
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 Owners, RV/ATV Owners, 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
Antique Collectors, Arts/Crafts/Decorating, Art/Music/Museum Lovers, Auto Repair/Handymen, Active Lifestyles/Trend Setters, Alternative Medicine Practitioners, Avid Readers, Challenge/Adventure Seekers, Community/Charity Supporters, Cooking/Gourmet Enthusiasts, Gardening/Organic Foods, Environmental/Animal Lovers, Fast Food Junkies, Growing Families, Health/Fitness, Investors/Collectors, Internet Shoppers, Political/Social Contributors, Seasoned Sports Fans, Technology/Information Seekers, Travel/Wine Lovers and Video Game Players	

VISIT [FMPDIRECT.COM](http://FMPDIRECT.COM) FOR ONLINE COUNTS

## 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 – \$6.00/M extra

## Best Uses

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

## Other

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| Delivery:  | Requirements:  |
| <ul style="list-style-type: none"> <li>• Shipping occurs on or before the third working day from receipt of all required materials</li> <li>• Rush service is available for an additional fee</li> </ul> | <ul style="list-style-type: none"> <li>• Minimum test: 5,000 names</li> <li>• Sample mail piece &amp; mail dates</li> <li>• Purchase order or signed order confirmation</li> <li>• Prepayment or payment of previous orders if applicable</li> </ul> |