

Outdoor Enthusiasts Mailing List

Total Universe: **2,03,80,903**

Base Rate: **\$85.00/M**

Description Summary

Expand your targeted reach throughout the great outdoors! These consumers are interested in activities like fishing, camping, boating, hiking, and more. This group is extremely active, energetic, and always on the move. They are responsive to various sports, outdoor and recreational offers, making them prime targets for outdoor and extreme direct mail offers. If your business is looking to market to wilderness-loving consumers, this accurate and up-to-date mailing list is the perfect resource for your next mailing, telemarketing, or email campaign.

How Our Data is Compiled

Our Outdoor Enthusiasts Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ In 2016, almost half of all Americans reported participating in at least one outdoor activity
- ✓ Outdoor activity growth grew 18% between 2013 and 2016
- ✓ Among the top outdoor activities in 2016 were BMX biking and cross-country skiing

Recommended Usage

This list would be a perfect fit for sports clubs, camping equipment, vacation, recreational clubs, travel, specialty catalogs, environmental affairs and non-profits, sporting goods stores, hunting guides, and much more!

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Ethnicity	Home Owner	Presence of Children
Gender	Occupation	Dwelling Type	Buying Habits
Geography	Income	Marital Status	Hobbies / Interests

For additional information or list counts, contact your representative or list manager at 1.800.457.2899