

Sportsman Mailing List

Total Universe: **7,42,017**

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

Description Summary

Outdoor recreation accounts for approximately \$700 billion in consumer spending in the U.S. With our American Sportsman Database, you'll be able keep these active outdoor enthusiasts in your crosshairs. The American Sportsman Database is comprised of individuals interested in all aspects of outdoor recreation, the exploration of nature and the great outdoors. On any given day, you'll spot these individuals hunting, fishing, camping, hiking, and more. Whether they are hunting with bows or rifles, these avid wilderness lovers are right at home in the great outdoors. They are always looking for more information on travel, new gear, and anything to do with their passion.

How Our Data is Compiled

Our data is compiled using Surveys, Credit Card Transactions, Mail Order Purchases, Magazine Subscriptions. We verify our database by telephone to ensure 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

- ✓ The average sportsman has an annual income of \$45,000
- ✓ Males make up 71% of the sportsman demographic
- ✓ Sportsmen generally spend 8 hours or more outdoors per day on the weekend
- ✓ These sportsman are also very interested in military memorabilia

Recommended Usage

The American Sportsman Database is perfect for any outdoor or wilderness/adventure offers, including catalog offers, magazines, insurance, rifle offers, travel, conservation efforts and more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

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)

Hunting	Camping	ATV & Off Road	Email
Fishing	Hiking	Boating & Saling	
Kayaking	Backpacking	Sports Fishing	
Fly Fishing	Skiing	Telephone	

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