

America's Outdoor Enthusiasts

Description

These individuals have indicated through survey responses and buying behavior, an affinity for outdoor activities.

Constantly on the go, they are ideal prospects for vacation packages, high-end apparel and leisure related offers.

List Selections

5,291,425	Outdoor Adventurers
643,590	Snow Skiers
279,510	Boating/Sailing Enthusiasts
98,275	Power Boaters
529,680	Hunting/Shooting Enthusiasts
771,405	Fishing Enthusiasts
1,922,820	Camping/Hiking
405,630	Bicycling
145,000	Opt-In email addresses w/ outdoor interest

Names thru: 12/31/09
Next Update: 4/15/10

List Usage

American Friends of Alyn Hospital
Country Club of New Jersey
Double Diamond Resort
Meadow Lake Resort
Ontario Tourism
Outside Magazine

Pricing & Selections

Base Price	\$70.00/M
Recency	\$12.00/M
State, SCF, Zip	\$7.00/M
Income	\$7.00/M
Age	\$7.00/M
Gender	\$7.00/M
Mail Order Buyers	\$7.00/M
Bank Card Holders	\$12.00/M
Key Coding	\$3.00/M
Mag Tape/Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
Opt In Email Addresses	\$250.00/M

Contact

FOR COUNTS AND ORDERS:

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**Prices subject to change without notice

**Prepayment for first-time users