

# *Listopedia Consortium*

## Ardent Hunters, Fishermen & Campers

<b>703,486</b>	<b>Total Universe/Base Rate</b>	<b>\$120/M</b>
	<b>Email</b>	<b>\$120/M</b>
	<b>Postal</b>	<b>\$120/M</b>

The Ardent Hunters, Fishermen & Campers file consists of men and women who have a love of the outdoors and have expressed an avid interest in hunting, fishing and camping.

These opted-in subscribers have provided information on what they enjoy participating in.

Selections include:

- Camping
- Fishing
- Hiking
- Hunting
- RV Camping

Recommended Usage: Test this file for fishing charters, campgrounds, travel offers, magazines and more.

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**Special Instructions:**

*Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.*

<b>MAG List Code</b>	<b>TLC053</b>
<b>Minimum Order</b>	<b>10,000</b>
<b>List Type</b>	<b>Consumer</b>
<b>Opt-In</b>	<b>Confirmed Opt-In</b>
<b>Source</b>	<b>Internet/On-Line</b>

### SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Income	No Charge
Lifestyle Select	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

### ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

### Sample Mailing Piece Required

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## Marketing Advisory Group, Inc.

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