



## Outdoors | Email & Postal

**United States—Over 2,045,256 Postal Records**

**United States—Over 17,000,000 Email Records**

Direct Web Advertising's Outdoor Database contains demographic, lifestyle, and recreational interest data on more than 16 million U.S. postal and more than 2 million U.S. email consumers. It is, without question, the largest and most versatile product of its kind. DWA's Outdoor Database is available for database installations, database analysis/enhancement, or standard list rental.

### SELECTS

Select	Count	Select	Count
<b>ATV &amp; Snowmobile Owners:</b>		<b>Questionnaire Respondents</b>	
ATV (All-Terrain Vehicle) Owners*	579,345	Bicycling	2,039,821
Snowmobile Owners*	621,594	Camping/Hiking	2,780,073
*Selections available:		Computer Owners	5,196,784
Manufacturer, registration date & model year		Dog Owners	3,483,098
<b>Boating:</b>		Environmental Issues	2,102,480
Boat Owner Masterfile	4,742,601	Fishing	3,500,218
Boat Trailer Owners	719,977	Golf	1,962,038
Deck Boat Owners	35,659	Hunting/Shooting	2,348,837
House Boat Owners	13,639	Internet Service Subscribers	2,955,811
Inflatable Boat Owners	59,439	Motorcycling	626,937
Jet Boat Owners	24,005	Powerboating	1,354,260
Performance Racing Boat Owners	43,461	RVs (Recreation Vehicles)	1,442,860
Pontoon Boat Owners	330,437	Sailing	352,471
Powerboating Questionnaire Resp.	1,354,260	Scuba Diving	56,234
Powerboat Owners	Call For Counts	Snow Skiing	2,788,521
PWC (Personal Watercraft) Owners	408,629	Water-Skiing	223,528
Sailboat Owners	181,270	<b>Subscribers To:</b>	
Sailing Questionnaire Respondents	352,471	Florida Wildlife Magazine	10,066
Self-Reported Boat Owners (under	334,003	Iowa Conservationist Magazine	8,647
Self-Reported Boat Owners (24ft+)	73,552	Minn. Conserv. Volunteer Magazine	11,778
Water-ski Boat Owners	610,443	Mississippi Outdoors Magazine	26,813
Water-skiing Questionnaire Resp.	223,528	North Dakota Outdoors Magazine	25,763
<b>Conservationists &amp; Environmental Donors:</b>		Wild Ohio Magazine	69,912
Environmental Issue Questionnaire	2,102,480	Wildlife in North Carolina Magazine	49,880



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### SELECTS (Continued)

Select	Count
<b>Fishing, Hunting, Shooting &amp; Archery:</b>	
Bass Fishing Boat Owners	270,931
Coastal & Off-Shore Fishing Boat	109,632
Inland Water Fishing Boat Owners	1,752,089
Fishing Boat Owners Masterfile	5,193,471
Fishing License Holders	5,880,716
Fishing Masterfile (boats & licenses)	11,074,187
Hunting License Holders	3,636,430
Hunting Masterfile	3,252,443
Hunting Questionnaire Respondents	2,348,837

### Primary License Types Available:

Combo Licenses (hunt/fish)	1,227,910
Freshwater Trout	317,622
Saltwater Fishing	596,400
Antelope	1,043
Bear	176,555
Big Horn Sheep	16,378
Bow/Archery	291,646
Deer/Doe	1,205,153
Elk	101,139
Goose	76,385
Moose	17,889
Muzzleloader	103,146
Trappers	30,825
Turkey	395,803
Waterfowl / Migratory Bird	375,609
White Wing Dove	1,016

### Select Count

#### Self-Reported Hunting & Fishing Participants:

Bow Hunting Participants	3,005
Deer Hunting Participants	6,663
Waterfowl Hunting Participants	1,257
Hunters of Other Types	3,388
Out-Of-State Hunters	2,050
Bass Fishing Participants	6,219
Fly Fishing Participants	2,433
General Fishing Participants	10,389
Saltwater Fishing Participants	125,731
Out-Of-State Fishing Participants	3,876

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### SELECTS (Continued)

#### Other Selects

Age, Gender, Geography (State/ZIP/SCF/Country), Income, Marital Status, Home Owner/Renter, Length of Residence, Home Value, Occupation, Number of Children, Phone Numbers, Credit Card Holders, Catalog Buyers, Donors (Mail Responders), Dwelling Type (MFDU/SFDU), Mail Order Buyers, Mail Order Respondents, Magazine Subscribers, Truck/4x4/Minivan Owners.

### PRICING & GENERAL INFORMATION

Email CPM: \$100

Postal CPM: \$85

\*Charges for selects follow

Maintenance: Twice Annually

Minimum Order: \$600

Full Payment is Required before Final Broadcast (First 30 Business Days).

\*A \$75.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.

Select	Price
<b>Hunting/Fishing Selection Charges:</b>	
Presence of Hunting/Fishing License	+\$25/M
Hunting/Fishing	+\$20/M
Self-Reported Hunting/Fishing Partici-	+\$20/M

Select	Price
<b>Boat Owner Selection Charges:</b>	
Boat Length	+\$15/M
Boat Type	+\$25/M
Boat Manufacturer	+\$55/M
Boat Purchase Intenders	+\$80/M
Boat Year	+\$15/M
Hull Type	+\$15/M
Fishing Boat Type	+\$25/M
Motor Type	+\$15/M
Multi-Boat Owner	+\$30/M
Registration Date/Expiration Date	+\$20/M
Self-Reported Boat Owners	+\$35/M

Select	Price
<b>Other Selection Charges:</b>	
Camping	+\$25/M
Presence of ATV/Snowmobile	+\$25/M
ATV/Snowmobile Manufacturer	+\$55/M
ATV/Snowmobile Model Year	+\$15/M
Questionnaire Respondents	+\$35/M
Favorite Interest Questionnaire Resp.	+\$25/M
Computer Owners	+\$55/M
Internet Service Subscribers	+\$55/M
Conservationists/Environmental Donors	+\$15/M