

American Sportsman Database

Total Universe: 742,017

Base Rate: \$85.00/M



visit us online at amerilist.com

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

Hunting
Fishing
Kayaking
Fly Fishing
Camping

Hiking
Backpacking
Skiing
ATV & Off Road
Boating & Saling

Sports Fishing
Telephone
Email

List ID

ALD759

Market Type

B2C; U.S. Consumers

List Channels

Postal, Email & Telemarketing

Source

Lifestyle questionnaires, Controlled circulations, Opt-in e-mails, Internet/On-Line, Direct responses, All consumers have made a purchase of more than \$75 on related items.

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5000
Price: \$425

Net Name

Floor: 85%
Minimum Quantity: Inquire
Run Charge: Flexible

Exchanges

Available

Reuse

Available 50%

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

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