



Outdoorsmen Database

TOTAL RECORDS: 13,797,627 **BASE PRICE:** \$80/m

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 13 million records in our Outdoorsmen database, our clients are sure to find a vast number of recipients ready to receive their message.

This Outdoorsmen List is comprised of consumers who purchase merchandise related to outdoor activities. These affluent consumers enjoy being outdoors for fishing, gardening, hunting, farming, leisure, relaxation, networking, and exercise. Outdoorsmen keep up with all the trends and are great prospects for publications, training material, and products related to outdoor activities.

These Outdoorsemen are great targets for hunting equipment, fishing equipment, sporting goods, tools, camping equipment, gardening supplies, biking, hicking equipment, and so much more. Outdoorsmen are active and also enjoy relaxation making them good targets for other recreational products and services such as yoga classes, gym memberships, vacations, cruises, spas, and more. Reach your demographic with this high quality list today!

Our Outdoorsmen database can be customized based on your organizations needs. Let us know how we can make this list even more specific to your company's goals and objectives. Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

SELECTIONS:

- 3 Month Hotline: \$10/M
- Geography: \$5/M
- Investment Type: \$5/M
- Income: \$5/M
- Net Worth: \$5/M
- Age: \$5/M
- Gender: \$5/M
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.