

LEADER OF THE PACKS

Sports Select Outdoors is a direct mail card deck targeted to hunters, anglers, campers, shooters and other outdoor sports enthusiasts. Each **Sports Select Outdoors** magazine reaches outdoor sportsmen specifically chosen for their responsiveness to direct mail.

Sports Select Outdoors recipients have a past history of regular direct mail response, a group most likely to respond to future direct mail marketing approaches. All earn above average incomes and spend a high percentage of their annual earnings on their outdoor activities; as a result they purchase in greater volume and spend more per item on their outdoor supplies. Virtually all are involved in two or more activities.

Sports Select Outdoors provides you an excellent opportunity to reach highly active outdoor sports buyers. Don't miss your chance to contact this select, responsive audience today - call 1-800-278-5670 to speak with a Select Publishing representative.

DEMOGRAPHICS

- 42.9
- 11.7
- \$75,000+
- \$3,000+

percentage of audience involved in:

- | | |
|--------------------|------------------------------|
| hunting (gun): 91% | ■ target shooting (gun): 71% |
| hunting (bow): 50% | ■ target shooting (bow): 40% |
| fishing: 93% | ■ reloading: 48% |
| camping: 70% | ■ trucks/SUVs: 86% |
| boating: 69% | ■ sporting dogs: 81% |

www.sportsselect.com

