
COOPERATIVE E-MAIL PROGRAM

Sports Select o u t d o o r s

TARGET AUDIENCE: Active outdoors enthusiasts who have recently purchased through direct mail, e-commerce or direct response, and are interested in:

- hunting & fishing gear
- firearms & archery equipment
- publications & catalogs
- auto & truck accessories
- sporting dog products
- camping & hiking products
- boats & motors
- cutlery

COVERAGE AREA: The entire United States.

CIRCULATION: 500,000 per flight

ISSUES: Winter ● Spring ● Late Summer ● Fall

CLOSING DATE: _____

PRICE: Phase I E-Mail Service - \$14,995 per flight
Phase II E-Mail Service - \$1995 per flight

INTERNET SITE: www.sportsselect.com
