

# The Inside Track To The Outdoors Market

**Sports Select Outdoors** offers mailbox-to-inbox contact with the nation's most active hunters, anglers, campers, shooters and other outdoors enthusiasts. Each recipient has a recent history of purchasing outdoors products through direct mail, e-commerce or direct response. All earn above average incomes and spend a high percentage of their annual earnings on their outdoors activities. They purchase in greater volume and spend more per item on their outdoors supplies.

**Program Components:**

**Sports Select Outdoors Cooperative Direct Mail Package**

(400,000 circulation per issue)

**Sports Select Outdoors Cooperative E-Mail Program**

(200,000 circulation per issue)

**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

- average age ■ 42.9
- average number of guns owned ■ 11.7
- average income ■ \$75,000+
- average annual outdoor spending ■ \$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](http://www.sportsselect.com)

