



Florida Hunting & Fishing

2,000,000 + LICENSE HOLDERS

Includes Phone, SIC, Contact, Gender and Title)

Minimum Order: \$200.00

Source: State of Florida Public Records

This unique database contains hunting and fishing license holders who have registered in the state of Florida for a license to participate specifically in their sport of choice.

Over 1.1. million individuals are registered, of which the vast majority are cross-sporting license users. Average age is 45 to 65, average income is \$50,000 to 100,000.

Variables have been applied to the database to provide marketers with a higher degree of segmentation related to purchase potential of the users.

2005-2006 License Holders: **\$65/M**
 Universe 1,138,569
 **Gender: 55% Male, 15% Female, 30% Neutral

License Type Selection: **+\$10/M**
 Saltwater Fishing 777,368
 Freshwater Fishing 526,306
 Hunting (Turkey, Deer, etc) 50,678
 30 Additional License Types Available Inquire

Effective Date: **+\$ 5/M**
Expiration Date: **+\$ 5/M**

All Prices Subject To Change Without Notice

January 29, 2007

Available Output Formats:

Cheshire Labels*(4-up)	\$ 5.00/M	Manuscript*.....	\$ 8.50/M
PS Labels*.....	\$12.50/M	4x6 Cards.....	\$25.00/M

**Subject to Print Output Minimum . . . \$50 per job*

Output Media:

Email.....	\$25.00/F	CD-ROM.....	\$40.00/F
FTP.....	\$25.00/F	Diskette.....	\$25.00/F
Cartridge.....	\$25.00/F		

