

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Hunting & Fishing Enthusiasts

	Base	\$90/M
655,546	Interested in Fishing	+\$15/M
605,947	Interested in Hunting/Shooting	+\$15/M
26,397	Interested in Guns and Ammo	+\$15/M
217,118	Fishing Equipment Mail Order Buyers	+\$15/M
44,411	Hunting Equipment Mail Order Buyers	+\$15/M

These known donors have responded to a survey and self reported that they are interested in hunting and fishing. They enjoy reading and learning about their sport and need to purchase items to keep them safe and the best they can be at their sport.

Charitable donors to the premium mail programs of Trilogy Target Solutions have been combined to create a masterfile which has been enhanced to provide additional selections.

Individuals on this Enhanced Masterfile have contributed to at least one premium ask from Trilogy's portfolio of clients including veteran, children's, religious, animal welfare, third world and health appeals. The data has been enhanced with self reported survey information provided by a third party.

These contributors are responsive to hunting, fishing, guns and ammo, knife and Second Amendment related appeals, catalogs and magazine offers.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

100% Direct Mail
100% Consumer
100% Domestic

LAST UPDATE:
July 2011

NEXT UPDATE:
January 2012

ADDITIONAL CHARGES:

Last 6	\$10/M
Last 12	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender, Marital Status	\$7/M
Age	\$7/M
Presence of Children	\$7/M
Household Income	\$7/M
Religion, Ethnicity, Language	\$15/M
Charitable Support	\$10/M
Political Affiliation, Veteran	\$15/M
Interests	\$15/M
Mail Order Buyers	\$15/M
Telephone Numbers	\$7/M
Non-Reciprocal	\$20/M
Delivery	\$50/F

MINIMUM ORDER
5,000

SEND ORDERS, CLEARANCES
& COUNT REQUESTS TO:
Orders@TrilogyTarget.com

FOR MORE INFORMATION
PLEASE CONTACT
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