

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Hunting & Fishing Enthusiasts

1,397,016	Base	\$90/M
353,948	Interested in Fishing	+\$15/M
328,326	Interested in Hunting/Shooting	+\$15/M
10,968	Interested in Guns and Ammo	+\$15/M
106,411	Fishing Equipment Mail Order Buyers	+\$15/M
13,762	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:**  
September 2010

**NEXT UPDATE:**  
March 2010

**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](mailto:Orders@TrilogyTarget.com)

**FOR MORE INFORMATION  
PLEASE CONTACT**

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