

HART & BENJAMIN

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GURU PUBLISHING

The Famous Outdoor Sports Advocate, Ecological Training, & Tour Organizer, George S. Brown

Masterfile Database of 124,122. 100% At Home Address. 67% Male.

Ten years ago George S. Brown transformed his mountain biking career into an outdoor sports training and Tour Company, with a special interest in heightening environmental sensitivity. He soon recognized that campers, horsemen, hikers, hunters, and fishermen have the same interests as mountain bikers—a safe, fun, and ecologically sensitive good time in the great outdoors.

He tirelessly promoted this all-pervading interest through speaking engagements, books and articles, tours and conferences. He soon won the hearts of all outdoors enthusiasts.

He slowly and lovingly collected and assembled his database as he sought to influence a positive outcome for all who enjoyed the outdoors, to erase competing negative viewpoints, and, above all, to promote a good-for-the-environment ethic.

Select	Description	Total Count
		<u>124,122</u>
1	CAMPERS & HIKERS	10,533
2	HUNTERS	15,090
3	FISHERMEN	26,969
4	CYCLISTS	11,358
5	BOATING & WATER SPORTS	21,220
6	ECOLOGICAL SENSITIVITY & ACTIVISM	8,212
7	GUNS & GUN SAFETY	10,968
8	4-WHEEL DRIVING	19,772

Terms & Conditions

Base Rental Rate is \$110/M. The following selects, where available, are \$5/M: Geo, Gender, SIC, Employee Size, Sales Volume, Title. 3-Month Recency is available at \$15/M; 6-Month Recency at \$10/M. Key coding is \$5/M. Media charge of \$50 flat includes one of the following: E-Mail, FTP, Disk, FedEx Shipping & Handling. Pressure-sensitive labels are \$15/M. Orders cancelled after shipping will be billed at \$50 flat plus \$15/M running charge. Minimum order is 5,000 addresses.

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