

# Outdoor Enthusiasts Mailing List



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 20,380,903**

**Base Rate: \$85.00/M**

## Description Summary

Expand your targeted reach throughout the great outdoors! These consumers are interested in activities like fishing, camping, boating, hiking, and more. This group is extremely active, energetic, and always on the move. They are responsive to various sports, outdoor and recreational offers, making them prime targets for outdoor and extreme direct mail offers. If your business is looking to market to wilderness-loving consumers, this accurate and up-to-date mailing list is the perfect resource for your next mailing, telemarketing, or email campaign.

## How Our Data Is Compiled

Our Outdoor Enthusiasts Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- In 2016, almost half of all Americans reported participating in at least one outdoor activity
- Outdoor activity growth grew 18% between 2013 and 2016
- Among the top outdoor activities in 2016 were BMX biking and cross-country skiing

## Recommended Usage

This list would be a perfect fit for sports clubs, camping equipment, vacation, recreational clubs, travel, specialty catalogs, environmental affairs and non-profits, sporting goods stores, hunting guides, and much more!

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Home Owner  
Hobbies / Interests

Occupation  
Marital Status  
Presence of Children  
Buying Habits

For additional information or list counts, contact your representative or list manager at 1.800.457.2899