



The Premier Provider of Permission-Based Marketing Solutions

## VayanDirect Fishing

**Total File Size**  
3,809,383

### Base Price:

US Direct Mail	\$80/M
US Email	\$125/M
Telemarketing	\$250/M

### Selects:

Key Coding	\$2/M
Geo (State/SCF/Zip)	\$7/M
Gender	\$7/M

Demographics	\$10/M
Lifestyle/Interest	\$15/M
30-Day Responder	\$20/M

12-Month Hotline	\$10/M
6-Month Hotline	\$15/M
3-Month Hotline	\$20/M

<b>Minimum Order</b>	7,500
<b>Net Name</b>	50,000

### Policy

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

VayanDirect's Fishing file contains active and responsive consumers oriented who have expressed great interest in and has made purchases related to fishing accessories and apparel, necessary products, outdoor sporting equipment, and recreational pursuits and vehicles. Gender, age and geography are factors in determining this population. A large number of this group are boaters and travel from out-of-state, making them excellent prospects for travel offers, as well as accessories and equipment to enhance the fishing experience. Eighty-three percent of this file is male with the average age being 43 and an average income of \$46,000.

### Demographic Selects

Age  
Income  
Buyer/Responder  
Mail Order Buyers  
Online Responder  
Length of Residence  
Presence of Children  
Number of Children  
Age of Children  
Homeowner  
Dwelling type  
Renter  
Marital Status  
Home Value  
Net worth  
CC Holder  
Occupation  
Education Level  
Political Affiliation  
Ethnicity  
Religion  
Vehicle Data

### 30 Day Response Hotline Offer Categories

Auction  
Auto Shopping  
Bankruptcy  
Cable/Internet Services  
Computer Products  
Consumer Products  
Credit Cards  
Dating Services

Debt Management  
Education/Scholarships  
Electronics  
Entertainment  
Financial/Loan Products  
Food  
Gifts & Collectibles  
Health, Beauty and Fitness  
Home Business  
Home Improvement  
Insurance Services  
Investments  
Legal Services  
Membership Clubs  
Military  
Mortgage  
Research and Surveys  
Sweepstakes/Premiums  
Tax Services  
Telecom, Long Distance  
Telecom, Wireless  
Travel

### Lifestyle/Interest Selects

Boating/Sailing  
Camping/Hiking  
Casino Gambling  
Charitable Causes/Donors  
Collectibles/Collecting  
Contests/Sweepstakes  
Dieting  
Fitness  
Electronics  
Computers

Online Access  
Fishing  
Hunting  
Cigars  
Foreign Travel  
Business Travel  
Family Travel  
Frequent Travelers  
Timeshares  
Gardening  
Organic Gardening  
Cooking, Baking, Culinary Arts  
Home Decorating  
Home Improvement  
Investing  
Motorcycle Owners  
RV Owners  
NASCAR  
Winter Sports  
Sports  
Fashion and Apparel  
Plus Size Fashion  
Pet Owners  
Photography  
Traveling  
Vehicle Owners/Information  
Wine  
Music Type  
Reading Interest  
SCUBA  
Scrapbooking  
Yoga/Pilates  
Ailments  
Cell Phone Owners



Contact our sales team today for updated counts or for additional information.

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