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With Male-Oriented Collectors

THE BUDK CATALOG
Get The Edge
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Early Fall • 2008

THE DARK KNIGHT.
See page 29 for details.

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BUD K™

GET THE EDGE

With Avid Weapon Collectors!

The Bud K Catalog is truly a compendium of unique and hard to find items including knives, swords, and other various fantasy and medieval weaponry. The file is composed of active buyers who are serious collectors and outdoors enthusiasts. Items of interest include the latest in the Gil Hibben Collector series and name brand folders such as Harley-Davidson, Colt and Smith & Wesson. In addition to a wide array of martial arts and ninja equipment, this catalog also features a variety of unusual display pieces along with authentic swords, daggers and survival tools. These collectors have responded through direct mail and space ads as well as the Internet.

Demographics: Average Age: 48
Average Income: \$52,000

Recommended Usage:

- Male interest collectibles, outdoor sports-related offers, gun activist supporters
- Male audience offers such as tobacco, automotive and apparel
- Related subscription, membership & book offers

**For more information contact Roxanne Hatfield at:
913-338-5055 ext. 241 or roxanne@listlocators.com**