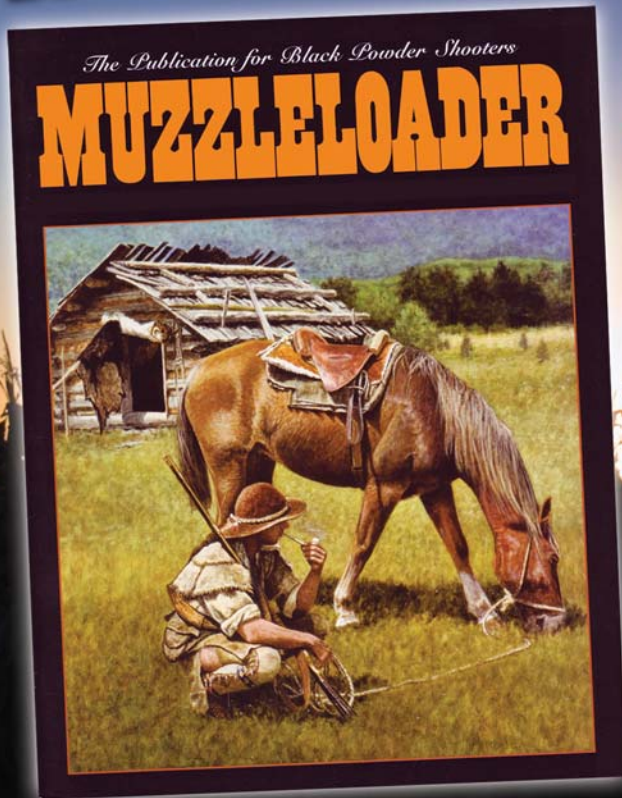


Reach Avid Gun Enthusiasts



MUZZLELOADER

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MUZZLELOADER

Reach Avid Gun Enthusiasts

Muzzleloader Magazine is a bi-monthly publication that serves the interests of the black powder gun enthusiast. Each issue is filled with letters, tips, and even tales documenting historic events from days long ago. The subscribers to Muzzleloader Magazine have a wide range of interests including: hunting, collecting and historic studies. In return for their \$18.00 annual subscription fee, readers receive expert advice on how to make their unique hobby more enjoyable and fulfilling. Readership consists of a predominantly male audience that is very receptive to other magazine and direct mail offers.

Demographics: Average Age: 50
Average Income: \$53,000

Recommended Usage:

- Offers related to hunting, fishing, guns, outdoor sports and activities, collectibles, historic material and memorabilia as well as magazines and books in these areas.
- Also recommended for offers for men's clothing, tobacco/smoking accessories and club/membership guilds.

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