



## Firearms & Freedom

Active Subscribers 200,000 \$8 CPM

### Use this list as a:

2nd Amendment and supporters email list  
Conservative Political email list  
Gun Owners email list  
Libertarian email list  
Prepper email list  
Republican email list  
Self-reliance email list

### Description:

Firearms & Freedom aims to keep subscribers informed on gun rights and 2nd Amendment issues that impact their right to keep and bear arms.

The subscribers to this list are seeking information related to firearms, ammunition, and gun accessories as well as threats to their Second Amendment rights. These individuals have made online transactions in the form of a political donation, a purchase of a gun related item, or a magazine subscription, all from a brand name retailer.

All are gun owners and enthusiasts receiving information on these topics several times per week. This opt-in list is new to the market and is a master file consisting of segments from multiple sources that have been combined to market to these firearms enthusiasts under one brand.

Subscribers will respond to messages similar to those of the NRA and other pro-gun organizations. Ted Nugent and similar outspoken hunters continue to interest the members of this list.

### Suggested Usage:

Alternative Financial Offers  
Emergency Preparedness  
Financial Advice and Newsletters  
Firearms/2nd Amendment Causes & Related Products  
Gold/Silver Purchases  
Health/Medical Newsletter  
Natural Health Information and Products  
Political candidates of a conservative/Republican Nature  
Political causes of a conservative/Republican Nature

Source: Direct Response

Updated: Daily

Email delivery includes: Campaign tracking

Email transmission Fee: N/A

Pre-pay for new clients: Yes

Cancellation fee: Full Price applies to any order cancelled after first test, or as detailed in insertion order.

Split test/partials: No fee for partial list sends.

No fee for A/B test.

Suppression Fee \$250

Minimum list size: 100,000 emails

A complete sample of the email message is required prior to approval

#### Usage:

Alien Gear Holsters  
American Firearms Association  
American Marksman  
Concealed Carry Legally  
Eric Early for Congress  
Food4Patriots  
Glasses USA  
Intelliscopes  
Mercury Real Estate Services  
Money Metals Exchange  
National Association of Gun Rights  
Neuracel  
New Market Health  
Peak 10 Publishing  
Senate Conservatives Fund PAC  
Solutions from Science  
Swiss America  
Tracking Point Smart Rifles  
Turn-Key Systems. Inc.  
Ultimate Survival Strategies  
United Gun Group  
US Concealed Carry

To Order Contact Bryan Rudnick

Alliance Strategies Group

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ASG  
strāt'ə-jē n.  
grūp n.