

AEROSPORT REGISTERED AIRCRAFT OWNERS

239,971	AIRCRAFT OWNERS BY TYPE		\$50.00/M
189,143	PRODUCT BUYERS	ADD	\$15.00/M
	6 MONTH HOTLINE	ADD	\$5.00/M
	3 MONTH HOTLINE	ADD	\$10.00/M
	1 MONTH HOTLINE	ADD	\$15.00/M
	EMAIL ADDRESSES	INQUIRE	

GENDER: 85% MALE
CAN SELECT

AIRCRAFT OWNERS...WE SAY THAT UNASSUMINGLY. THESE PEOPLE OWN AIRPLANES, HELICOPTERS, BALLOONS, GLIDER PLANES, EXPERIMENTAL ULTRALIGHTS, AEROBATIC PLANES AND OTHERS. OVER 130,000 OF THESE AIRCRAFT ARE PERSONALLY OWNED, WHICH MEANS HIGHLY DISPOSABLE INCOME. THESE FOLKS SPEND LARGE AMOUNTS OF MONEY ANNUALLY ON THEIR AIRPLANES AND THE EQUIPMENT TO KEEP THEM AIRBORNE.

ADDRESSING:
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

CORPORATE AND PARTNERSHIP OWNERS MAKE UP THE BALANCE OF THE FILE. PERFECT PROSPECTS FOR YOUR BUSINESS TO BUSINESS MAILERS. CORPORATELY OWNED PLANES CERTAINLY TRANSLATES INTO FORTUNE 5,000 COMPANIES, DECISION MAKERS "ON THE GO". TAILOR YOUR MAILING TO THE SPECIFIC AUDIENCE BY USING ONE OR MORE OF THE MANY SELECTIONS AVAILABLE.

SAMPLE REQUIRED

UPDATED MONTHLY

ADDITIONAL SELECTIONS AVAILABLE AT \$10.00/M:

127,511 INDIVIDUAL OWNERS
54,799 CORPORATE OWNERS
38,119 PARTNERSHIPS/CO-OWNERSHIPS

TYPE OF AIRCRAFT:

42,839 MULTI-ENGINE CRAFT OWNERS
19,858 SINGLE-ENGINE CRAFT OWNERS
4,321 GLIDER OWNERS
8,886 HELICOPTER OWNERS
6,717 BALLOON OWNERS

TYPE OF ENGINE:

174,896 OWNERS OF PROPELLER AIRCRAFT
7,498 OWNERS JET AIRCRAFT

APPROVED OPERATION:

87,899 NORMAL
14,119 UTILITY
669 ACROBATIC
2,718 TRANSPORT
918 GLIDER
3,983 BALLOON

AIRWORTHINESS CLASSIFICATION:

154,012 STANDARD
4,099 RESTRICTED
16,631 EXPERIMENTAL/AMATEUR BUILT

(CONTINUED ON NEXT PAGE)

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AEROSPORT REGISTERED AIRCRAFT OWNERS (CONT'D)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: REGISTRATION FILES

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
OTHER SELECTS	\$6.00/M
MULTI CRAFT OWNERS	\$10.00/M
AGE OF AIRCRAFT	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
3 MONTH HOTLINE	\$10.00/M
1 MONTH HOTLINE	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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