

**BOAT OWNERS**

|           |                      |               |                  |
|-----------|----------------------|---------------|------------------|
| 2,201,106 | 12 MONTH BOAT OWNERS | \$60.00/M     |                  |
| 1,299,912 | 6 MONTH BOAT OWNERS  | ADD \$5.00/M  | GENDER: 85% MALE |
|           | 3 MONTH BOAT OWNERS  | ADD \$10.00/M | CAN SELECT       |
|           | 1 MONTH BOAT OWNERS  | ADD \$15.00/M |                  |
|           | EMAIL ADDRESSES      | INQUIRE       |                  |
|           | NON-PROFIT RATE      | \$55.00/M     |                  |

REGISTERED PLEASURE BOAT OWNERS WHO HAVE PAID TO REGISTER THEIR WATERCRAFT. MANY OF THESE RECREATIONAL BOATERS HAVE COMPLETED COMPREHENSIVE BOATING SAFETY COURSES.

THESE BOATERS ARE INTERESTED IN SKIING, FISHING, SAILING AND PLEASURE-BOATING.

ADDRESSING:  
SEE SELECTIONS  
KEYING: \$3.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

**ADDITIONAL SELECTS AT \$10.00/M INCLUDE:**

BOAT SIZE  
PROPULSION TYPE  
SAIL  
FUEL TYPE  
YEAR BUILT

UPDATED MONTHLY

**ADDITIONAL DEMOGRAPHICS AT \$10.00/M INCLUDE:**

FAMILIES WITH CHILDREN  
PRODUCT BUYERS  
MAGAZINE SUBSCRIBERS  
HOME OWNERS

ALL ORDERS CANCELLED AFTER THE MAILDATE 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: MAGAZINES, DNR, MAIL ORDER, PRODUCT REBATES, REGISTRATIONS

|                             |           |
|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M  |
| GENDER                      | \$6.00/M  |
| AGE OR INCOME               | \$15.00/M |
| MAIL ORDER BUYERS           | \$15.00/M |
| DONORS/CONTRIBUTORS         | \$15.00/M |
| TELEPHONE NUMBERS           | \$30.00/M |
| CREDIT CARD BY TYPE         | \$20.00/M |
| ELECTRONIC DELIVERY         | \$50.00   |

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