

BOAT OWNERS

2,197,364	12 MONTH BOAT OWNERS	\$60.00/M	
1,106,897	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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