

**BOAT OWNERS**

2,201,588	12 MONTH BOAT OWNERS	\$60.00/M	
1,300,386	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

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)