

American Boat Owners Mailing List



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Total Universe: 5,461,009

Base Rate: \$65.00/M

Description Summary

Sail your way to success! American Boat Owners are willing to pay for many items related to Boats and Accessories. They have proven to be responsive to Marine Equipment and Supplies, Catalogs, and much more. This database has a broad-range of selects, which include boat hull type, boat length, and boat propulsion code (inboard – outboard or both), to name a few. Typically, looking at the boat length you can determine the wealth or income of these Boat Owners. Connect with boat owners today with accurate and up-to-date postal, phone, and email data.

How Our Data Is Compiled

Our American Boat Owners Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- The total value of recreational boats sold reached over \$3.6 billion
- Florida, Texas, and Michigan have the highest boat sales

Recommended Usage

This database is recommended for a variety of markets, such as travel, finance, boat supplies and accessories, catalogs, boat magazines and subscriptions, and more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Income
Occupation
Boat Hull Type

Boat Length
Boat Propulsion Code

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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