

# RV Owners Mailing List



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**Total Universe: 10,774,530**  
**Base Rate: \$150/M**

## Description Summary

Looking for consumers who take their vacations on the open road? Our RV Owners mailing list is the perfect resource for reaching these Americans! RV owners are in need of many types of products and services, such as gas stations, restaurants, entertainment, equipment and supplies, and much, much more. These consumers are responsive to these types of offers and are eligible prospects for your next direct marketing campaign.

## How Our Data Is Compiled

Our RV Owners Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- An RV is a vehicle that combines transportation and temporary living quarters for travel, recreation, and camping
- In 2015, the RV industry has an economic impact of about \$50 billion

## Recommended Usage

This mailing list is recommended for a variety of offers, such as food and beverage, entertainment, insurance, camping gear, financial advising, RV equipment and supplies, gas, and much more.

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$750.00

## 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  
Dwelling Type

Ethnicity  
Income  
Hobbies & Interests  
Insurance

Occupation  
Marital Status  
Presence of Children  
Buying Habits

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

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