

RV Owners Mailing List

Total Universe: 10,774,530

Base Rate: \$85.00/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.

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

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

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