

# Senior Boat Owners

Total Universe: 1,758,963

Base Rate: \$85.00/M



## Description Summary

These boat owners are very dedicated to their hobby, and are willing to spend significant income on their crafts. Seniors who own boats can be professional and recreational enthusiasts that enjoy spending their free time in the outdoors, and have a high propensity to purchase via mail order. With selects such as boat length, boat type, and motor type you're guaranteed to find your next best prospect in this database. This file is updated monthly using the National Change of Address file giving you the most accurate database. Don't waste time using files that don't produce results! Test this file today and watch your sales grow significantly.

## How Our Data Is Compiled

Our Senior 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

- People ages 65 to 74 spend about 6-7 hours participating in leisure activities on a given weekday
- Today, Baby Boomers represent about 28% of the U.S. population

## Recommended Usage

This database is recommended for a variety of offers, such as marine equipment and supplies, catalogs and publications, travel offers, apparel offers and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Net Worth  
Boat Type

Boat Length  
Motor Type  
Lifestyle  
Hobbies & Interests

## Market Type

U.S. Consumers

## List Channels

Postal, Telemarketing, Email

## Source

Self-Reported

## Output Options

Electronic, Printed

## 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

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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

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