

**BOAT OWNERS - INDIVIDUALS
MASTERFILE**

\$70/M
MIN. 5,000

#605-X0333-04-R


**10 Million+ Pleasure Boats in more than 6 Million Households
2,595,000 with Phones - \$20/M Add'l**

To our knowledge, the largest compiled list of **Pleasure Boat Owners** at home address. Extensive selections and comprehensive geographic coverage help to achieve your precise market.

Selections include **Boat Size, Propulsion Type, and Motor Type.**
See below and to the right for additional selections and counts by category.

SELECTIONS - \$10/M ADDITIONAL (EXCEPT AS SHOWN)

✓ <u>Boat Size</u>	✓ <u>Hull Material</u>	✓ <u>Motor Type</u>
1,520,830 Under 15 ft	2,093,717 Fiberglass	2,031,858 Outboard
2,006,290 15 - 19 ft	1,220,357 Aluminum	252,109 Inboard
831,311 20 - 29 ft	50,507 Wood	447,459 In/Out (Stern)
153,220 30 - 39 ft	61,285 Steel	86,274 Jet Drive
164,903 40ft+	24,965 Rubber	
✓ <u>Propulsion Type</u>	✓ <u>Age - \$12/M</u>	✓ <u>Income — \$12/M</u>
3,864,262 Motor	17,348 Up to 24	673,028 Up to \$29K
89,147 Sail	309,394 25 - 34	1,462,737 \$30 - \$49K
(See separate card)	1,182,574 35 - 44	1,569,112 \$50 - \$74K
	1,656,520 45 - 54	1,312,593 \$75 - \$124K
	2,794,125 55+	828,693 \$125K+
	1,361,210 65+	



Zip Sequence

★★★★★★★★★★★★

Geography - \$5/M

Prizm - \$10/M
Microvision - \$10/M
Keying - \$3/M

★★★★★★★★★★★★

P-S Labels - \$10/M

Disk/Email/CD/FTP - \$50/L

★★★★★★★★★★★★

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

SOURCE: List is compiled via state registration records, overlaid with residential and modeled data.

ALL LISTS RENTED FOR ONE-TIME USE ONLY. Special arrangements may be made for multiple use of compiled lists, usually at double the one-time rate.



FRED WOOLF LIST CO., INC.

P.O. BOX 346 □ SOMERS, NY 10589-0346
info@woolflist.com □ www.woolflist.com
(914) 694-4466 □ FAX (914) 694-1710 □ (800) 431-1557

GUARANTEE: We guarantee 95% of all Compiled List names, and will refund the current minimum Standard Mail postage for each "nixie" in excess of 5% of the total mailed, with the provision that the returns must be in our hands within 60 days from the date the list was supplied. Guarantee does not apply to duplicate copies of lists, or to phone numbers.

**Mailing List Compilers, Brokers and Managers
Since 1972**

You name the list — We list the names

BOAT OWNERS - INDIVIDUALS
MASTERFILE

\$70/M
MIN. \$350

#605-X0333-04-R



ADDITIONAL SELECTIONS — PRICES AS SHOWN

✓ **Boat Demographics**

- Boat Mfr — \$55/M
- Boat Model Year — \$10/M

✓ **Family Demographics (*Inquire for many additional selects*)**

- Mail Order Buyers — \$10/M
- Credit Card — \$10/M
- Dwelling Type — \$5/M
- Gender — \$5/M
- Length of Residence — \$5/M
- Marital Status — \$5/M
- Net Worth — \$25/M
- Home Value — \$15/M
- Occupation — \$5/M
- Donors — \$10/M
- Children in Household — \$5/M
- Catalog Buyers — \$15/M
- Home Owners/Renters — \$5/M
- Pet Owners — \$5/M

☆ **ALSO AVAILABLE** ☆

- ✓ **1,733,629 Boat Owners who have Hunting Licenses — \$35/M Add'l**
- ✓ **1,408,688 Boat Owners who have Fishing Licenses — \$35/M Add'l**
- ✓ **616,803 Boat Owners who have BOTH Fishing & Hunting Licenses — \$45/M Add'l**
- ✓ **214,075 Boat Owners who ALSO OWN ATVs — \$35/M Add'l**
- ✓ **131,532 Boat Owners who ALSO OWN Snowmobiles — \$35/M Add'l**

Zip Sequence

★★★★★★★★★★★★

Geography - \$5/M

Prizm - \$10/M
Microvision - \$10/M
Keying - \$3/M

★★★★★★★★★★★★

P-S Labels - \$10/M

Cartridge - \$30
Disk/Email/CD/FTP - \$50/L

★★★★★★★★★★★★

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

6,000,000 PLEASURE BOAT OWNERS

157,293 AL	672,324 FL	148,593 LA	40,235 NE	272,730 OH	37,981 TX
6,577 AK	220,170 GA	76,613 ME	58,060 NV	8,759 OK	43,038 UT
92,327 AZ	1,956 HI	134,987 MD	23,178 NH	159,702 OR	3,365 VT
170,052 AR	35,529 ID	175,369 MA	22,343 NJ	38,396 PA	179,028 VA
62,719 CA	62,302 IL	434,189 MI	3,022 NM	6,106 RI	31,224 WA
60,525 CO	26,618 IN	522,100 MN	289,565 NY	177,492 SC	41,421 WV
129,766 CT	139,585 IA	103,226 MS	258,676 NC	4,403 SD	220,605 WI
4,338 DE	3,539 KS	104,038 MO	47,819 ND	197,693 TN	2,215 WY
1,642 DC	119,345 KY	13,385 MT			

ALL LISTS RENTED FOR ONE-TIME USE ONLY. Special arrangements may be made for multiple use of compiled lists, usually at double the one-time rate.



FRED WOOLF LIST CO., INC.

P.O. BOX 346 □ SOMERS, NY 10589-0346
info@woolflist.com □ www.woolflist.com
(914) 694-4466 □ FAX (914) 694-1710 □ (800) 431-1557

GUARANTEE: We guarantee 95% of all Compiled List names, and will refund the current minimum Standard Mail postage for each "nixie" in excess of 5% of the total mailed, with the provision that the returns must be in our hands within 60 days from the date the list was supplied. Guarantee does not apply to duplicate copies of lists, or to phone numbers.

Mailing List Compilers, Brokers and Managers
Since 1972

You name the list — We list the names