

BOAT OWNER HOUSEHOLDS WITH CHILDREN

\$75/M
MIN. \$450

2007

163,718 Pleasure Boat Owners With Children
75,879 with Phones - \$20/M

A comprehensive database of **PLEASURE BOAT OWNERS** who have **children at home**. These outdoors-minded families are *excellent* prospects for a wide variety of offers including *family travel, sporting goods, publications, outdoors, etc.*

SELECTIONS - ADDITIONAL AS SHOWN

✓ Boat Size - \$7/M ✓ Age - \$10/M ✓ Income - \$10/M

✓ Mail Order Buyers ✓ Multi-Boat Households - \$25/M

✓ **Family Demographics**

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



Zip Sequence
★★★★★★★★★★★★★★

Geography - \$5/M

Prizm - \$10/M

Microvision - \$10/M

Keying - \$2/M

Boat Demographics

Boat Mfr - \$45/M

★★★★★★★★★★★★★★
P-S Labels - \$8/M

Cartridge - \$30

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

**SAMPLE MAILING
PIECE REQUIRED**

BOAT OWNER HOUSEHOLDS W/CHILDREN

1,191 AL	4,301 FL	1,124 LA	1,183 NE	2,373 OH	2,622 TX
28 AK	1,102 GA	611 ME	266 NV	1,630 OK	215 UT
419 AZ	140 HI	790 MD	487 NH	267 OR	388 VT
734 AR	411 ID	1,189 MA	3,160 NJ	5,434 PA	889 VA
5,672 CA	7,016 IL	5,566 MI	295 NM	385 RI	1,737 WA
1,061 CO	2,863 IN	921 MN	71,311 NY	850 SC	725 WV
17,764 CT	872 IA	556 MS	1,816 NC	372 SD	4,704 WI
305 DE	261 KS	1,181 MO	233 ND	1,501 TN	438 WY
19 DC	2,051 KY	668 MT			

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

★★★ *Celebrating Our 35th Anniversary* ★★★



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