

**BOAT OWNERS - MAIL ORDER BUYERS**

\$75/M  
MIN. \$375

2008

**2,682,672** *Pleasure Boat Owners - Mail Order Buyers*  
**93,541** *with Phones - \$20/M*

A comprehensive database of **Pleasure Boat Owners** who are MAIL ORDER BUYERS. These responsive individuals have purchased a wide variety of products and are excellent prospects for high ticket offers in addition to sporting goods, outdoors, publications, travel, etc.

**SELECTIONS - ADDITIONAL AS SHOWN**

✓ **Boat Demographics**

- Boat Size — \$5/M
- Boat Mfr — \$45/M

✓ **Family Demographics**

- Mail Order Buyers — \$10/M
- Credit Card — \$10/M
- Dwelling Type — \$5/M
- Gender — \$5/M
- Age — \$10/M
- Home Value — \$15/M
- Occupation — \$5/M
- Donors — \$10/M
- Children in Hsld — \$5/M
- Net Worth — \$20/M
- Income — \$10/M
- Length of Res — \$5/M
- Marital Status — \$5/M
- Pet Owners — \$5/M M
- Pres of Motorcycle — \$20/M
- Presence of SUV/Pickup — \$20/M
- Home Owners/Renters — \$5/M
- Catalog Buyers — \$15/



**Zip Sequence**  
**4-up Cheshire**

★★★★★★★★★★

**Geography - \$5/M**

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

★★★★★★★★★★

**P-S Labels - \$8/M**

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

★★★★★★★★★★

**Phones - \$20/M**

**SAMPLE MAILING**  
**PIECE REQUIRED**

**BOAT OWNERS - MAIL ORDER BUYERS**

67,214 AL	267,546 FL	95,149 LA	18,484 NE	166,644 OH	19,807 TX
9,700 AK	120,320 GA	37,816 ME	20,632 NV	5,111 OK	16,765 UT
42,371 AZ	736 HI	57,084 MD	20,021 NH	38,908 OR	1,522 VT
62,127 AR	11,046 ID	73,413 MA	13,096 NJ	21,991 PA	91,314 VA
33,125 CA	33,826 IL	193,083 MI	1,514 NM	2,550 RI	14,329 WA
30,683 CO	13,596 IN	192,409 MN	93,500 NY	88,561 SC	23,505 WV
51,246 CT	65,733 IA	53,456 MS	126,619 NC	1,878 SD	106,014 WI
8,348 DE	2,626 KS	76,251 MO	20,131 ND	90,892 TN	5,564 WY
658 DC	41,181 KY	6,016 MT			

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

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**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

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You name the list — We list the names