

**INFLATABLE, HOUSE BOAT, CATAMARAN,  
CANOE/KAYAK & DECKBOAT OWNERS**

\$75/M  
MIN. \$375

2007

**59,224 Inflatable Boat Owners**  
**32,841 with Phones - \$20/M**

Owners of **INFLATABLE BOATS** may be yachtsmen using their inflatable boats to get to and from their motor yachts or sail boats, or, scuba divers using the inflatables as diving platforms. These boats have outboard motors and are constructed of fiber reinforced rubber coated fabric.

**13,341 House Boat Owners**  
**6,463 with Phones - \$20/M**

Some families with **HOUSE BOATS** live aboard these floating homes on a year round basis, while others enjoy them as a vacation getaway.

**7,973 Catamaran Owners**  
**4,902 with Phones - \$20/M**

Some owners of **CATAMARANS** use these sail boats for quiet floating, but many Catamaran sailors enjoy racing their boats.

**112,721 Canoe/Kayak Owners**  
**52,160 with Phones - \$20/M**

These **CANOE** owners primarily use their non-motorized vessels on lakes and rivers. They enjoy quiet fishing, floating and swimming.

**35,582 Deckboat Owners**  
**20,402 with Phones - \$20/M**

Owners of **DECKBOATS** use their boats in the same way as pontoon boats, enjoying slow floating and family entertainment on a small lake or river. They do some fishing and other water sports and, in many cases, maintain a vacation home. **DECKBOATS** are a fiberglass alternative to pontoon boats and are a new addition to the boating world.

✓ **Boat Demographics** (where applicable)

- |                        |                          |
|------------------------|--------------------------|
| Boat Size — \$10/M     | Propulsion Type — \$10/M |
| Boat Mfr — \$45/M      | Model Yr — \$10/M        |
| Hull Material - \$10/M | Motor Type — \$10/M      |

✓ **Family Demographics**

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

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



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

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**Geography - \$5/M**

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

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**P-S Labels - \$10/M**

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

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**Phones - \$20/M**

**SAMPLE MAILING  
PIECE REQUIRED**

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