

**JET BOAT OWNERS
& MUSCLE/SPEED BOAT OWNERS**

\$70/M
MIN. \$400

#204a-X0743-04-R
2005

24,086 Jet Boat Owners
12,857 with Phones - \$20/M

Owners of **JET BOATS** enjoy traveling over the water at breakneck speed and many use their boats for competitive racing. **JET BOATS** have a propulsion system similar to that of Jetskis. These individuals maintain an extremely active lifestyle and are continually looking to heighten their sport.

51,130 Muscle/Speed Boat Owners
26,731 with Phones - \$20/M

Owners of **MUSCLE/SPEED BOATS** have the *need for speed*. These boats are the ultimate power boats, ranging in size from 25 – 50 feet and accelerating up to 70 miles per hour. These individuals enjoy the thrill of competitive racing or just the excitement of a brisk ride in the wind.

✓ **Boat Demographics** (where applicable)

Boat Size — \$5/M	Reg Date — \$10/M	Propulsion Type — \$5/M
Boat Mfr/Hull ID — \$45/M	Reg Expiration — \$10/M	Multi-Boat Hslds — \$20/M
Hull Material - \$5/M	Reg Out-of-State — \$20/M	Motor Type — \$5/M
		Yr Built — \$5/M

✓ **Family Demographics**

Mail Order Buyers:	Net Worth — \$20/M	Home Value — \$15/M
6 Mo — \$12.50/M	Income — \$10/M	Occupation — \$5/M
12 Mo — \$10/M	Length of Res — \$5/M	Donors — \$10/M
Credit Card — \$10/M	Marital Status — \$5/M	Children in Hsld — \$5/M
Dwelling Type — \$5/M	Pet Owner — \$5/M	Catalog Buyers — \$15/M
Gender — \$5/M	Pres of Motorcycle — \$20/M	Home Owners/Renters — \$5/M
Age — \$10/M	Presence of SUV/Pickup — \$20/M	

ALSO AVAILABLE

✓ Internet Users — \$15/M

UPDATES: New information is added 3 times per year at which time the file is also NCOA processed & CASS certified.

SOURCE: List is compiled via state registration records.



Zip Sequence
4-up Cheshire

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Geography - \$5/M

Prizm - \$10/M
Microvision - \$10/M
Keying - \$2/M

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

P-S Labels - \$7.50/M
Mag Tape - \$25
Cartridge - \$30
Disk/Email/CD/FTP - \$50/L

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Phones - \$20/M

**SAMPLE MAILING
PIECE REQUIRED**

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.



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