

BOAT OWNERS DATABASE

\$140/M
MIN. 3,000**
(*plus \$250 for orders under 25,000)

101-X1260-77-R

8,300,000 Pleasure Boat Owners

The most complete and up-to-date database of **Boat Owners** available.

This list is updated daily, exclusively from **State and Coast Guard boat registrations**. Use this file to reach owners of specific boats by *any* type of manufacturer, choose exact size, select waterfront residents, pull purchase date (*6 month buyers hotline is available*), and purchased new/used among other selects.

These affluent households engage in a multitude of outdoor recreational activities including *hunting, fishing, and snowmobiling* and can be **targeted as an audience of wealthy, active families**.

SELECTIONS - +\$5/M (except as shown)

✓ **Boat Size — Exact Available**

- 2,845,000 Under 15 ft
- 3,514,000 15 - 19 ft
- 1,270,000 20 - 24 ft
- 318,000 25 - 29 ft
- 288,000 30 - 39 ft
- 148,000 40 ft & over

✓ **Boat Manufacturer**

- ✓ **Boat Model Year**
- ✓ **Propulsion Type**
- ✓ **Multi-Boat Households**
- ✓ **Hull Material**
- ✓ **Motor Type**
- ✓ **Purchase Date —**

Last 6 months buyers hotline +\$70/M

✓ **Boat Type**

- 2,774,000 Freshwater Fishing
- 1,036,000 Saltwater Fishing
- 278,000 Family Cruisers
- 1,573,000 Runabouts
- 809,000 Personal Watercraft
- 91,000 Water Ski Boats
- 226,000 Yachts
- 243,000 Sailboats
- 358,000 Pontoon Boats
- 153,000 Inflatable Boats
- 450,000 Self Propelled Boats
- 284,000 Commercial Vessels

✓ **Purchase Date**

- ✓ **Purchased New/Used**
- ✓ **Waterfront Residents +\$95/M**



Zip Sequence

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Geography - \$5/M

Keying - \$3/M

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P-S Labels - \$10/M

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

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****Plus \$250 for orders Under 25,000**

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.



FRED WOOLF LIST CO., INC.

P.O. BOX 346 □ SOMERS, NY 10589-0346
info@woolflist.com □ www.woolflist.com
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Since 1972**

You name the list — We list the names