

**RECREATIONAL VEHICLE - RV OWNERS**

\$75/M  
MIN. \$450

2008

**14,006,506 Recreational Vehicle Owners**  
**5,036,553 With Phones - \$20/M Additional**

**A NEW database!** These individuals have indicated they each own a *Recreational Vehicle*, commonly referred to as an *RV* – a motorized or towable vehicle that combines transportation and temporary living quarters for travel, recreation and camping. *RVs* give the traveler more control, convenience and comfort than other forms of travel. With an *RV*, you can hit the road more often for longer periods, for less money. *This family-oriented group enjoys all types of outdoor activities including hunting, fishing, golf, & boating plus much more!*

**SELECTIONS AVAILABLE – add'l costs as shown**

- ✓ 3,295,362 who enjoy playing Golf — \$15/M
- ✓ 2,756,482 who enjoy playing Tennis — \$15/M
- ✓ 3,317,000 with \$100,000+ Income — \$10/M
- ✓ 2,914,560 who are also Boat Owners — \$20/M
- ✓ 2,659,485 who are also Hunting License Holders — \$20/M
- ✓ 2,649,154 who are also Fishing License Holders — \$20/M

**\*\* 4,390,051 SENIORS - AGES 55 & OLDER \*\* — \$12/M**

**HOUSEHOLD DEMOGRAPHICS**

- |                                      |                             |
|--------------------------------------|-----------------------------|
| 4,390,051 Mail Order Buyers — \$15/M | Marital Status — \$5/M      |
| Age — \$12/M                         | Home Value — \$15/M         |
| Credit Card — \$10/M                 | Occupation — \$5/M          |
| Dwelling Type — \$5/M                | Donors — \$10/M             |
| Gender — \$5/M                       | Children in Hsld — \$5/M    |
| Net Worth — \$20/M                   | Catalog Buyers — \$15/M     |
| Income — \$10/M                      | Home Owners/Renters — \$5/M |
| Length of Res — \$5/M                | Pet Owners — \$5/M          |

FW

**Zip Sequence**

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**Geography - \$5/M**  
**Prizm - \$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**

**RECREATIONAL VEHICLE OWNERS**

462,727 AL	1,718,238 FL	332,683 LA	163,912 NE	1,043,040 OH	1,999,777 TX
80,505 AK	** GA	138,456 ME	** NV	** OK	212,060 UT
363,610 AZ	** HI	540,712 MD	7,626 NH	356,049 OR	** VT
** AR	147,981 ID	** MA	** NJ	** PA	** VA
** CA	** IL	1,072,175 MI	** NM	** RI	** WA
571,123 CO	** IN	476,813 MN	1,419,404 NY	** SC	184,538 WV
** CT	260,126 IA	231,558 MS	** NC	73,116 SD	531,615 WI
90,516 DE	** KS	500,754 MO	39,382 ND	458,877 TN	57,494 WY
** DC	379,446 KY	92,193 MT			

\*\* These states do not provide motor vehicle information.

★★★ **Celebrating Our 36th Anniversary** ★★★



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