

## Datamatrix 2017



### High Seas - Boat Owners

Listing of Boat Owners In America. 30% BROKER COMMISSION!



#### SEGMENTS

232,858	Total Universe / Universe Rate	\$65.00/M
56,231	Motorboat	+ \$12.00/M
23,487	Sailboat	+ \$12.00/M
201,472	Yacht	+ \$12.00/M
42,361	Length of Boat: < 30'	+ \$12.00/M
162,564	Length of Boat: 30'-50'	+ \$12.00/M
16,428	Length of Boat: 50'-100'	+ \$12.00/M
262	Length of Boat: 100'-200'	+ \$12.00/M
103	Length of Boat: 200'+	+ \$12.00/M
35,706	Owns Multiple Boats	+ \$12.00/M
17,012	Fishing Boats	+ \$12.00/M
200,025	Pleasure	+ \$12.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>224519</b>
<b>NextMark ID</b>	<b>141499</b>
<b>mIn ID</b>	<b>141499</b>
<b>SRDS ID</b>	<b>890393-000</b>

#### MEDIA TYPE

**Consumer**

#### SOURCE

Government records, Compiled lists, Multi-sourced

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

#### DATA CARD MAINTENANCE

New To System **01/11/2008**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

#### DESCRIPTION

Boat owners make up a very unique and reliable consumer group. For many, boating is more than a hobby, but a way of life, and one that they are quite proud of. This encourages them to spend generously on their distinctive lifestyle choice. Perfect market for all boating and outdoors supplies, boating publications and boating organizations/associations. Further, the ownership of a boat in addition to conventional expenses is an excellent indicator of wealth. This makes these consumers excellent prospects for fundraising, business periodicals, travel offers, and luxury items such as high-end cars, real estate and expensive jewelry.

#### PROFILE

##### BOAT LENGTH (\$12.00/M)

<30'	42,361	
30'- 50'	162,564	
50'- 100'	16,428	
100'- 200'	262	
200'+	103	

##### TYPE OF BOAT (\$12.00/M)

Motorboat	56,231	
Sailboat	23,487	
Yacht	201,472	
Fishing Boats	17,012	
Pleasure	200,025	

**SELECTS**

BOAT LENGTH	\$12.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
TYPE OF BOAT	\$12.00/M
Year Built	\$12.00/M
Owens Multiple Boats	\$12.00/M

**MANAGER****Datamatrix Lists**

<http://www.datamatrixlists.com>

**GENDER**

Male	%
Female	%

**AVERAGE INCOME**

Value **not available**

**MINIMUM ORDER**

Minimum Quantity	3,000
Minimum Price	\$250.00

**COMMISSIONS**

Broker	30%
Agency	15%

**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

**EXCHANGES**

**Exchange is not allowed**

**REUSE****Reuse is allowed**

Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges

**KEY CODING****Key Coding is available**

Charges	\$3.00/M
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**ADDRESSING**

EMAIL	\$50.00/F
FTP	\$75.00/F

**SPECIAL INSTRUCTIONS****CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact