

## High Seas - Boat Owners

### DATACARD 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.

### SELECTIONS WITH COUNTS

<b>Minimum order 250.00 or 3,000</b>	<b>UPDATED</b>	Jul 27, 2010
<b>Counts Thru: Jul 2010</b>	<b>DATE VERIFIED</b>	Jul 27, 2010
<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	232,858	\$65.00
Motorboat	56,231	+12.00
Sailboat	23,487	+12.00
Yacht	201,472	+12.00
Length of boat: <30'	42,361	+12.00
Length of boat: 30'-50'	162,564	+12.00
Length of boat: 50'-100'	16,428	+12.00
Length of boat: 100'-200'	262	+12.00
Length of boat: 200'+	103	+12.00
Owens multiple boats	35,706	+12.00
Fishing Boats	17,012	+12.00
Pleasure	200,025	+12.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.		

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
Boat Length	\$12.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Type Of Boat	\$12.00	M
Key Coding	\$3.00	M

### LIST SOURCE

Compiled	<b>Note</b> Multi-sourced
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### METHOD OF ADDRESSING

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
Cartridge	\$50.00	
CD ROM	\$50.00	
FTP	\$50.00	

### UPDATE SCHEDULE

Monthly

### COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers.

### RESTRICTIONS

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is not allowed.

**LIST MANAGER/OWNER**

Datamatrix Lists List Manager

**List Manager** Key Contact Name

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

[sales@datamatrixlists.com](mailto:sales@datamatrixlists.com) Key Contact Email

**MID**

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