

# High Seas - Boat Owners

MID: 890393-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
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
Owns 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 -----

Selections	Rate	Per	Unit	Note
Boat Length	\$12.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Type Of Boat	\$12.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

**List Owner**

Datamatrix Lists

3530 Route 27, 2nd Floor

Kendall Park, NJ 08824

Phone: 732-940-1500

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E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

**Contact**

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

----- SUMMARY DESCRIPTION -----

Boat owners in America.

----- 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.

**SRDS Classification**

USA Consumer 514 Boating &amp; Yachting

----- LIST SOURCE -----

Source	Note
Compiled	Multi-sourced

----- COMMISSION, CREDIT POLICY -----

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

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD ROM	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated monthly.