

High Seas - Boat Owners

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

SEGMENTS		ID NUMBERS
232,858	TOTAL UNIVERSE / UNIVERSE RATE	MANAGER
56,231	Motorboat	NEXTMARK ID 224519
23,487	Sailboat	MIN ID 141499
201,472	Yacht	SRDS ID 890393-000
42,361	Length of Boat: < 30'	MEDIA TYPE
162,564	Length of Boat: 30'-50'	Consumer
16,428	Length of Boat: 50'-100'	SOURCE
262	Length of Boat: 100'-200'	Government records, Multi-sourced, Compiled lists
103	Length of Boat: 200'+	GEOGRAPHY
35,706	Owns Multiple Boats	United States
17,012	Fishing Boats	OPT-IN
200,025	Pleasure	MAINTENANCE
		MARKET ENTRY
		NEW TO MANAGER
		COUNTS THROUGH 09/01/2014
		DATA CARD MAINTENANCE
		NEW TO SYSTEM 01/11/2008
		LAST UPDATE 09/10/2014
		NEXT UPDATE 12/31/2014
		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/M)

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

TYPE OF BOAT (\$12/M)

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

SELECTS

BOAT LENGTH	\$12/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
TYPE OF BOAT	\$12/M
Year Built	\$12/M
Owns Multiple Boats	\$12/M

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

MALE	0%
FEMALE	0%

AVERAGE INCOME

VALUE **0**

MINIMUM ORDER

MINIMUM QUANTITY **3,000**
MINIMUM PRICE **\$250**

COMMISSIONS

BROKER **30%**
AGENCY **15%**

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED

FLOOR **85**
MINIMUM QUANTITY **25,000**
RUN CHARGES **\$10/M**

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE	
REUSE IS ALLOWED	
MINIMUM QUANTITY	0
RUN CHARGE	\$0/M
CANCELLATION	
CHARGES	
KEY CODING	
KEY CODING IS AVAILABLE	
CHARGES	\$3/M
ADDRESSING	
EMAIL	\$50/F
FTP	\$75/F
SPECIAL INSTRUCTIONS	

CONTACTS

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