

Altitude Advantage: AOPA Members Database

Total Universe: **2,41,154**

Base Rate: **\$350.00/M**

Description Summary

The Aircraft Owners and Pilots Association (AOPA) is one of the world's largest and most influential aviation membership organizations. Reach a powerful, purchase ready audience deeply immersed in the aviation lifestyle. This file includes verified AOPA members, ranging from private and commercial pilots to aircraft owners, flight instructors, student pilots, and aviation enthusiasts. These individuals are highly engaged in flying and related activities, frequently investing in aircraft maintenance, aviation gear, insurance, training programs, and travel. With strong buying intent and a passion for aviation, this audience is ideal for marketers looking to connect with decision-makers in both aviation and premium consumer markets.

How Our Data is Compiled

The AOPA membership data is compiled from verified AOPA membership records and further enhanced through AmeriList's proprietary sources, including the FAA Airmen Certification Registry, industry directories, and opt-in aviation databases. All records are regularly processed through the National Change of Address (NCOA) database, CASS-certified for postal deliverability, and appended with permission-based email and telephone data that meets compliance standards. Additional demographic, lifestyle, and transactional overlays are available to improve targeting and campaign performance.

Consider the Facts

- ✓ Average household income exceeds \$120K.
- ✓ Most hold FAA certificates and participate in recurrent aviation activities

Recommended Usage

Perfect for marketers of aviation products, training programs, insurance, pilot gear, credit cards, financial services, travel offers, continuing education, high-end lifestyle goods, and charitable fundraising. AOPA members are deeply involved in their aviation lifestyle and respond well to relevant, high-quality offers.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$500.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Email	Lifestyle Interests	Pilot Type (Private / Commercial)
Gender	Income	Credit Score	Homeowner / Renter
Geography	Buying Habits	Aircraft Ownership	Home Market Value

For additional information or list counts, contact your representative or list manager at 1.800.457.2899