

American Boat Owners Mailing List



Total Universe: **54,61,009**

Base Rate: **\$125.00/M**

Description Summary

Dive into a sea of opportunity with the nation's most accurate database of Boat Owners. This meticulously compiled mailing list of boat owners is the bridge that connects you directly to a niche, affluent demographic that boasts significant investment in the boating lifestyle. This comprehensive database is not just a list; it's your direct line to high-value customers with the disposable income to match their passion for the seas. Our Boat Owners database stands as a beacon for marketers striving to reach a deeply engaged, lifestyle-driven audience. It's crafted with precision, offering detailed insights that include boat hull type, length, and propulsion type (inboard, outboard, or both). These specifics are more than just data points; they're reflections of the owner's lifestyle and, often, an indicator of wealth and disposable income, providing an unparalleled edge in targeted marketing strategies.

How Our Data is Compiled

The depth and accuracy of our database stem from our relentless pursuit of the most reliable sources. We aggregate data from a wide spectrum of online and offline public and proprietary sources, including state and federal boat registrations, Coast Guard registries, lifestyle surveys, self-reported surveys, and detailed purchase histories. Our dedication to quality is further demonstrated by our monthly comprehensive verification process against the National Change of Address (NCOA) file, ensuring the utmost accuracy and reliability. Plus, with CASS certification, you are guaranteed an additional layer of precision in address accuracy.

Consider the Facts

- ✓ Americans spend \$49.3 billion on boats, marine products, and services each year.
- ✓ Florida, Texas, and Michigan have the highest boat sales

Recommended Usage

Our Boat Owners Mailing List is the perfect tool for maritime shops, marine suppliers, boat part manufacturers, fishing supply shops, insurance companies and more.

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	Income	Boat Length	Buying Habits
Gender	Occupation	Boat Propulsion Code	Net Worth
Geography	Boat Hull Type	Presence of Children	Home Market Value

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