

Altitude Advantage: AOPA Members Database



Total Universe: 241,154

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.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Income
Buying Habits
Lifestyle Interests
Credit Score

Aircraft Ownership
Pilot Type (Private / Commercial)
Homeowner / Renter
Home Market Value

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$1,750.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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