

# RECREATIONAL VEHICLE TRAVELERS

## POSTAL and EMAIL

12/20/2017

152A

List Broker Discount 25% - More Information

276,891 Total Recreational Vehicle Travelers \$105.00/M  
184,327 With Phone Numbers \$125.00/M  
161,378 Opt-In Email Address \$260.00/M

### TITLE

**Recreational Vehicle Travelers**

### DESCRIPTION

Travelers who frequent the outdoors, sightseeing trips, vacation destinations by recreational vehicle. These individuals often travel 2 X plus yearly, for 5 or more days and long weekends. They enjoy camping, hunting, fishing, hiking and other outdoor activities.

### PROFILE

Average Age: 53  
Average Income: \$80,000.00  
Average Net Worth: \$175,000.00

### SOURCES

Direct Mail  
Surveys  
Questionnaires  
Mail Order Companies  
Subscriptions  
Membership Rosters  
Clubs and Organizations  
Telemarketing  
Proprietary Sources  
Opt-In Email

**Guaranteed 95% Deliverable** | MINIMUM ORDER: 5,000 RECORDS

### Updated Quarterly

Last Update: 12/2017  
Next Update: 3/2018

Delivery: Within 24 Hours  
Shipping & Handling: \$25.00 Flat Rate

data owner:



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS



### Counts thru 12/2017

### DATE

12/2017 UPDATED  
12/2017 CONFIRMED

### UNIT OF SALE

\$375.00 AVERAGE

### GENDER

90% MALE  
10% FEMALE

### SOURCES

DIRECT RESPONSE  
DIRECT MAIL  
OPT-IN EMAIL

### ADDRESSING

4 - UP CHESHIRE  
P.S. LABELS  
3 1/2 DISKETTE  
CD ROM  
E - MAIL / FTP  
EMAIL - DEPLOYMENT  
EMAIL - PERSONALIZATION

### SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

### ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$5.00/M
KEY CODING	\$5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

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