

RECREATIONAL VEHICLE TRAVELERS POSTAL and EMAIL

3/20/2018

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

Counts thru 3/2018

DATE

3/2018 UPDATED
3/2018 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

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: 3/2018
Next Update: 6/2018

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238