



Boat Owners Database

TOTAL RECORDS: 7,600,000 **BASE PRICE:** Ask Your Rep Today!
EMAILS: Contact for Universe Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 7.6 million records in our Boat Owners database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Boat and Watercraft Owners List consists of a wide-range of boat owners who are devoted to this leisure activity and invest an enormous amount of their time and money on their boats. From power boats to sail boats to large yachts to even small personal kayaks, our list consists of individuals who own and operate their boats and are known to be highly interested in products and services that support their hobby. These boat owners are highly interested in products and services such as boat maintenance, Watercraft/Marine equipment, boat supplies, Boat related publications and magazines, travel destinations, watercraft apparel and other related products and services.

Our Boat Owners and Enthusiasts list consists of consumers who have opted in to receive consumer offers. Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Sports Cards
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Collectibles
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Stamps/Coins
- Children’s Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

SELECTIONS:

- 3 Month Hotline: \$10/M
- Geography: \$5/M
- Investment Type: \$5/M
- Income: \$5/M
- Net Worth: \$5/M
- Age: \$5/M
- Gender: \$5/M
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.