



RV Owners and Enthusiasts Database

TOTAL RECORDS: 5,927,605 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 4.4 million records in our RV Owners and Enthusiasts database, our clients are sure to find a vast number of recipients ready to receive their message.

The Cobalt Media Avid RV Enthusiast Database is comprised of frequent RV travelers and consumers interested in RVs. These individuals have self reported via survey response that they use their RV for travel and recreation at least three times year. These consumers also tend to be extremely responsive to outdoors type offers. They are also enthusiasts of traveling and recreational activities. They purchased items such as outdoor sporting goods and apparel for camping, road trips and various leisure pursuits. The data is sourced from point-of-purchase outlets via various RV retailers that compile information from individuals who purchase at their stores

Our Avid RV 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.