

# Mariner's Lifestyle

3,000,000	Total Member File	\$100/M
150,000	1 Month HL	+\$15/M
	3 Month HL	+\$10/M

**First Time Ever Available!**

**Mariner's Lifestyle boat owners: A NEW approach to the boater market**

The names on the Mariner's Lifestyle file are known boat owners generated from a well known brick and mortar source for nautical enthusiasts. With highly sought after selects, this file is a genuine and NEW source of boat owner names.

In addition to debuting their postal names, Mariner's Lifestyle is also opening up their magazine co-op program to on page advertisements. This quarterly mini magazine is mailed to boat owners across the U.S. and is an invaluable tool offering articles and content geared towards boat owners as well as pertinent advertisements targeted to their nautical needs. No boat is complete without a copy of the Mariner's Lifestyle magazine on board.

The Mariner's Lifestyle file is and excellent resource for all boating products, travel offers, publications, consumer goods offers, financial offers, magazine subscriptions, credit cards and insurance offers.

With the availability of postal, catalog and email marketing opportunities, Mariner's Lifestyle offers a multi channel approach to tap into the boater market.

\* PLEASE INQUIRE ABOUT CATALOG ADVERTISING AND EMAIL OPPORTUNITIES \*

## Additional Postal Information:

Source: Boat owners  
 Updated: Quarterly  
 Minimum Postal Order: 5,000  
 Mail Specifications: 85% Net Name on orders of 100,000, \$8.50 Run Charges  
 All Samples Must be Cleared  
 Materials: \$50/F Email, FTP

## Postal Selects (+)

### Selects:

Age/Income	+10/M
Presence of Child	+10/M
Homeowner	+10/M
Credit Card	+10/M
Geography	+10/M
Email Addresses	+25/M
Phones	+25/M

### Boat Selects:

Boat power	+15/M
Type of boat	+15/M
Size of boat	+15/M
Engine Type	+15/M
Sail boat	+15/M
Loan amount	+15/M
Boat location	+15/M

18 Elizabeth Street Bethel, CT 06801  
 p. 203-778-4110 f. 203-778-4130  
 Contact Tracy Haddad  
 tracy@catamountgroup.net  
[www.catamountgroup.net](http://www.catamountgroup.net)