



Outdoors | Email & Postal

United States - Over 2,045,256 email records

United States - Over 17,000,000 email records

Direct Web Advertising's Outdoor Database contains demographic, lifestyle, and recreational interest data on more than 16 million U.S. postal and more than 2 million U.S. email consumers. It is, without question, the largest and most versatile product of its kind. DWA's Outdoor Database is available for database installations, database analysis/enhancement, or standard list rental.

Count	
Email	2,000,000+
Postal	17,000,000+

ATV & Snowmobile Owners:

ATV (All-Terrain Vehicle) Owners*	579,345
Snowmobile Owners*	621,594

*Selections available:

Manufacturer, registration date & model year

Boating:

Boat Owner Masterfile	4,742,601
Boat Trailer Owners	719,977
Deck Boat Owners	35,659
House Boat Owners	13,639
Inflatable Boat Owners	59,439
Jet Boat Owners	24,005
Performance Racing Boat Owners	43,461
Pontoon Boat Owners	330,437
Powerboating Questionnaire Resp.	1,354,260
Powerboat Owners	Call for details
PWC (Personal Watercraft) Owners	408,629
Sailboat Owners	181,270
Sailing Questionnaire Respondents	352,471
Self-Reported Boat Owners (under 24ft)	334,003
Self-Reported Boat Owners (24ft+)	73,552
Water-ski Boat Owners	610,443
Water-skiing Questionnaire Resp.	223,528

Boat Purchase Intenders:

Powerboats under 24ft.	13,072
Powerboats 24ft and Up	9,167

Camping

Camping/Hiking Questionnaire Resp.	2,780,073
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Questionnaire Respondents:

	Count
Bicycling	2,039,821
Camping/Hiking	2,780,073
Computer Owners	5,196,784
Dog Owners	3,483,098
Environmental Issues	2,102,480
Fishing	3,500,218
Golf	1,962,038
Hunting/Shooting	2,348,837
Internet Service Subscribers	2,955,811
Motorcycling	626,937
Powerboating	1,354,260
RVs (Recreation Vehicles)	1,442,860
Sailing	352,471
Scuba Diving	56,234
Snow Skiing	2,788,521
Water-Skiing	223,528

Conservationists & Environmental Donors:

Environmental Issue Questionnaire Resp.	2,102,480
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Subscribers To:

Florida Wildlife Magazine	10,066
Iowa Conservationist Magazine	8,647
Minn. Conservation Volunteer Magazine	11,778
Mississippi Outdoors Magazine	26,813
North Dakota Outdoors Magazine	25,763
Wild Ohio Magazine	69,912
Wildlife in North Carolina Magazine	49,880



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Boat Owner Selection Charges:

Boat Length	+\$15/M
Boat Type	+\$25/M
Boat Manufacturer	+\$55/M
Boat Purchase Intenders	+\$80/M
Boat Year	+\$15/M
Hull Type	+\$15/M
Fishing Boat Type	+\$25/M
Motor Type	+\$15/M
Multi-Boat Owner	+\$30/M
Registration Date/Expiration Date	+\$20/M
Self-Reported Boat Owners	+\$35/M

Hunting/Fishing Selection Charges:

Presence of Hunting/Fishing License	+\$25/M
Hunting/Fishing License Type	+\$20/M
Self-Reported Hunting/Fishing Participants	+\$20/M

Other Selection Charges:

Camping	+\$25/M
Presence of ATV/Snowmobile	+\$25/M
ATV/Snowmobile Manufacturer	+\$55/M
ATV/Snowmobile Model Year	+\$15/M
Questionnaire Respondents	+\$25/M
Favorite Interest Questionnaire Resp.	+\$35/M
Computer Owners	+\$55/M
Internet Service Subscribers	+\$55/M
Conservationists/Environmental Donors	+\$15/M

Fishing, Hunting, Shooting & Archery:

Bass Fishing Boat Owners	271,931
Coastal & Off-Shore Fishing Boat Owners	109,632
Inland Water Fishing Boat Owners	1,752,089
Fishing Boat Owners Masterfile	5,193,471
Fishing License Holders	5,880,716
Fishing Masterfile (boats & licenses)	11,074,187
Hunting License Holders	3,636,430
Hunting Masterfile	3,252,443
Hunting Questionnaire Respondents	2,348,837

Primary License Types Available:

Combo Licenses (hunt/fish)	1,227,910
Freshwater Trout	317,622
Saltwater Fishing	596,400
Antelope	1,043
Bear	176,555
Big Horn Sheep	16,378
Bow/Archery	291,646
Deer/Doe	1,205,153
Elk	101,139
Goose	76,385

Primary License Types Available: (continued)

Moose	17,889
Muzzleloader	103,146
Trappers	30,825
Turkey	395,803
Waterfowl/Migratory Bird	375,609
White Wing Dove	1,016

Self-Reported Hunting & Fishing Participants:

Bow Hunting Participants	3,005
Deer Hunting Participants	6,663
Waterfowl Hunting Participants	1,257
Hunters of Other Types	3,388
Out-Of-State Hunters	2,050
Bass Fishing Participants	6,219
Fly Fishing Participants	2,433
General Fishing Participants	10,389
Saltwater Fishing Participants	125,731
Out-Of-State Fishing Participants	3,876

Other Selects

Age, Gender, Geography (State/ZIP/SCF/Country), Income, Marital Status, Home Owner/Renter, Length of Residence, Home Value, Occupation, Number of Children, Phone Numbers, Credit Card Holders, Catalog Buyers, Donors (Mail Responders), Dwelling Type (MFDU/SF DU), Mail Order Buyers, Mail Order Respondents, Magazine Subscribers, Truck/4x4/Minivan Owners.

Sources

State boat registrations; state hunting and fishing license holders; state ATV and snowmobile registrations; state conservation magazines; self-reported elements obtained from consumer surveys and product registration card submissions; online registration and online surveys.

Pricing

Email CPM: \$100
Postal CPM: \$85
Maintenance: Twice Annually
Minimum Order: \$600

Full Payment is Required before Final Broadcast (First 30 Business Days).

*A \$75.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.