



# RV Owner MasterFile

## 4.4 Million Individuals

Both Postal & Email records available. (Please inquire for the most up to date counts.)

The Media ONE 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.

The data is sourced from point-of-purchase outlets via various RV retailers that compile information from individuals who purchase at their stores

RV selects include:

Year

Type: Motor Home, Travel Trailer, or Camper

Media One's consumer data is not based on models-- Our data is based on actual transactions, opt-ins, and responses. It is further enhanced with real property data records to produce the most accurate and responsive consumer file on the market.

Each record is confirmed for accuracy and deliverability. As a matter of fact, you'll find that Media One's list hygiene standards are some of the most stringent in the industry.

Your list will be custom created to meet your exact needs with more than **133 demographic, lifestyle, interest and behavior characteristics available.**

We are the source, we aggregate and compile data ourselves on a quarterly basis. NCOA and ECOA is done on output of order.

### Examples of our Consumer Buying Selects:

- Apparel •Books & Music •Automobiles •Children's Items
- Computers •Crafts/Sewing •Electronics •Entertainment
- Sporting Equipment •Gourmet Food & Wine •Health/Fitness
- High Ticket Merchandise •Housekeeping/Kitchen/Décor
- Magazines •Gardening •Outdoor Recreation •Pets
- Photography •Sports Cards/Collectibles •Stamps/Coins

Most of our clients are repeat customers because they understand what a truly deliverable list can do for their business!

### Our Selects Include:

- 3 Month Hotline \$10.00/M
- Phone Number
- City, State, zip, zip+4
- Delivery Point Bar Code
- Carrier Route
- County, MSA
- Gender
- Age
- Dwelling type
- Yr Home Built
- Est. Home Value
- Est. Income
- Net Worth
- Home-Own/Rent
- # Yrs in Residence
- Age of Mortgage
- Adjustable/Fixed
- Loan to Value Ratio
- Loan Applicant
- Mail Order Buyers
- Donor
- Ethnicity
- Education
- Language Preference
- Occupation
- Cell Phone/Carrier
- Auto Make/Model/Year
- Personal Water Craft
- Boat
- Home Based Business
- Online College/Trade
- College Student
- Debt Consolidation Inquiry
- Gambler
- Health Enthusiast
- Investor
- BizOp
- Outdoorsmen
- Mag Subscriber
- DIY Home
- DIY Auto
- Ailment
- Presence of Children
- Racing Enthusiast
- Tobacco User/Smoker
- Alcohol User
- Vision Impaired
- Insurance Purchaser
- Vehicle Maintenance
- Online Ticket/Movie Purchaser
- Technology Enthusiast