

Boat Owner Digital Audiences

Reach Millions of Registered Boat Owners
Available for Digital and Social Media Marketing



The Boat Owner Segment consists of people who have registered boats in the United States



Now available in the LiveRamp
Data Store under source
APX Infutor

APX Digital Media
603-479-8259
info@apxdigitalmedia.com

Available Segments

- **Powerboat Owners**
 - Outboard
 - Inboard/Stern
- **Sail-Boat Owners**
- **Boat Type**
 - Bowrider – Run-about
 - Pontoon
 - Cruiser Yacht
 - Aluminum Fishing
 - Bass Fishing
 - Saltwater Fishing
 - Tow Boat
 - Personal Watercraft
- **Length**
 - > 20 Feet
 - 21-30 Feet
 - < 30 Feet
- **Model Years**
 - > 20 Years Old
 - 21-30 Years Old
 - < 30 Years Old