

# SPORT FISHING MAGAZINE

## TARGETED MARKETING WITH TANGIBLE RESULTS

### OWN PROPERTY

#### **SPORT FISHING** readers are property owners

71.4% of Boat Owners own a Vacation Home

### PRIMARY RESIDENCE

Own	85.3%
Waterfront	20.1%
Valued over \$500,000	29.2%
Average market value	\$475,000

### VACATION / WEEKEND HOME

Own	24.5%
Waterfront	68.6%
Average market value	\$443,000

Source: 2004 Clear Research Subscriber Survey