



Automobile & Classic Car Enthusiasts by Marigold

Marigold's Automobile and Classic Car Enthusiasts file connects marketers with highly engaged consumers who exhibit a deep interest in vehicle ownership, classic car collecting, restoration, and automotive lifestyle activities

SEGMENTS		
1,803,518	TOTAL UNIVERSE / UNIVERSE RATE	\$80/M

ID NUMBERS	
MANAGER	
NEXTMARK ID	179859
MIN ID	120708
SRDS ID	869270-000

MEDIA TYPE	
Consumer	  

SOURCE	
Direct response, Multi Sourced, Compiled lists	

GEOGRAPHY	
United States	

OPT-IN	
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DATA CARD MAINTENANCE	
LAST UPDATE	1st of the Month
NEXT UPDATE	1st of Next Month
UPDATE FREQUENCY	Monthly

DESCRIPTION

Marigold's Automobile and Classic Car Enthusiasts file connects marketers with highly engaged consumers who exhibit a deep interest in vehicle ownership, classic car collecting, restoration, and automotive lifestyle activities. This audience is ideal for a wide range of campaigns, including automotive aftermarket products, insurance, financial services, luxury goods, events, and enthusiast media. These individuals are often passionate hobbyists and collectors who demonstrate strong discretionary spending and brand loyalty, making them highly responsive to targeted offers. Whether your clients are promoting restoration parts, specialty services, events, or high-end lifestyle products, this file delivers a qualified and receptive demographic of classic car enthusiasts well-suited for multi-channel marketing initiatives.

PROFILE

HOME OWNER (\$5/M)		
Antique/Vintage Car	119,801	
Antique/Vintage Motorcycle	15,103	
Motorcycle	2,958,148	
RV	138,166	
SUV/Truck	1,419,907	
VW Volkswagen	591,630	
Wrangler/CJ Jeep	236,647	

SELECTS		AVERAGE INCOME	
AGE	\$5/M	VALUE	0
DATE OF BIRTH	\$5/M		
GENDER/SEX	\$5/M	MINIMUM ORDER	
HOTLINE	\$5/M	MINIMUM QUANTITY	0
INCOME SELECT	\$5/M	MINIMUM PRICE	\$500
PHONE NUMBER	\$5/M	COMMISSIONS	
GEO	\$5/M	BROKER	20%
MARITAL STATUS	\$5/M	AGENCY	15%
ETHNICITY	\$5/M	NET NAME ARRANGEMENTS	
HOME OWNER	\$5/M	NET NAME IS ALLOWED	
LIFESTYLE SELECT	\$5/M	FLOOR	0
AGE OF CHILDREN	\$5/M	MINIMUM QUANTITY	0

MANAGER	
Marigold Technologies	
http://www.marigoldtech.com	

GENDER	
MALE	0%
FEMALE	0%

NET NAME ARRANGEMENTS	
NET NAME IS ALLOWED	
FLOOR	0
MINIMUM QUANTITY	0
RUN CHARGES	\$0/M

EXCHANGES	
EXCHANGE IS NOT ALLOWED	

REUSE	
PLEASE INQUIRE	

CANCELLATION	
CHARGES	\$50/F

KEY CODING	
KEY CODING IS AVAILABLE	
CHARGES	\$10/M

ADDRESSING	
P/S LABELS	\$20/M
MAG TAPE	\$50/F
EMAIL	\$50/F
CHESHIRE LABELS	\$20/M
CD ROM	\$50/F
CARTRIDGE	\$50/F
3 X 5 CARDS	\$20/M
FTP	\$50/F

SPECIAL INSTRUCTIONS

CONTACTS				
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* = PRIMARY CONTACT