



## The RV Toy Store

RV Travel is booming as Americans rediscover the open road and time spent with family. According to the Recreational Vehicle Industry Association, more RVs are now owned by baby-boomers than any other group.

The typical RV owner is 49 years old, married, with annual household income of \$56,000, which is higher than the median for all U.S. households.

The RV Toystore is where thousands of active RV owners come for the products that will make their RV lifestyle fun and enjoyable. The RV Toystore, for years well-known for its Sunguard windshield covers and RV awnings, sells everything to the enhance comfort, safety, and fun of the RV experience: tow bars, tool kits, cables, electrical equipment, shields, scooters, bikes, rearview vision systems, compact RV dishwashers and icemakers, cleaning supplies, satellite radio and television systems, GPS, camping gear and more. Customers purchase from RV Toystore's 50-page catalog or via the web at RVtoystore.com.

RV Toystore customers are mature, affluent, married adults who own Motorhomes costing as much as a half-million dollars and up, and who have considerable leisure time. They are excellent prospects for offers related to travel, outdoor recreational, investments, magazines, camping, golf, tools, mature and outdoor apparel, epicurean, gifts, fundraising and much more



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Source: Catalog buyers

114,270 Total file \$120/M  
18,482 12MO +\$10/M

### Selects

State/SCF/Zip \$7/M  
Email delivery \$50

### Order Minimum

5,000

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