

# Datamatrix 2017



## Consumers Choice

Comprehensive database of Amercian households by lifestyle and demographic selections. BASE PRICE INCLUDES ONE LIFESTYLE SELECT. 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

### SEGMENTS

56,275,669	Total Universe / Universe Rate	\$70.00/M
4,582,604	1 Month Hotline	+ \$15.00/M
14,384,672	3 Month Hotline	+ \$10.00/M
23,176,851	6 Month Hotline	+ \$5.00/M
	Woodworking	+ \$15.00/M
	Travel (Specific Types Available)	+ \$15.00/M
	Theater	+ \$15.00/M
	Sweepstakes	+ \$15.00/M
	Tobacco User	+ \$15.00/M
	Sewing/Knitting	+ \$15.00/M
	Current Science Topics	+ \$15.00/M
	Religious	+ \$15.00/M
	RVs	+ \$15.00/M
	Parenting	+ \$15.00/M
	Cat Owners	+ \$15.00/M
	Dog Owners	+ \$15.00/M
	Photography	+ \$15.00/M
	Reading (Specific Interests Available)	+ \$15.00/M
	Spectator Sports:	
	Baseball	+ \$15.00/M
	Basketball	+ \$15.00/M
	Football	+ \$15.00/M
	Hockey	+ \$15.00/M
	Racing	+ \$15.00/M
	Soccer	+ \$15.00/M
	Tennis	+ \$15.00/M
	Participate in Sports	
	Equestrian	+ \$15.00/M
	Golf	+ \$15.00/M
	Motorcycling	+ \$15.00/M
	Skiing	+ \$15.00/M
	Arts	+ \$15.00/M
	Automotive/Mechanical	+ \$15.00/M
	Aviation	+ \$15.00/M
	Beauty/Cosmetics	+ \$15.00/M
	Boating	+ \$15.00/M
	Self/Career Improvement	+ \$15.00/M
	Celebrity Lifestyles	+ \$15.00/M

### ID NUMBERS

Manager ID	213577
NextMark ID	131002
mIn ID	885489-000
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

Multi Sourced, Compiled lists, Multi Sourced from Purchasing Data and Lifestyle

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

### DATA CARD MAINTENANCE

New To System **07/16/2007**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

Christian Values	+ \$15.00/M
Collectibles (Specific Types Available)	+ \$15.00/M
Community Involvement	+ \$15.00/M
Low Fat Cooking	+ \$15.00/M
Gourmet Cooking	+ \$15.00/M
General Cooking	+ \$15.00/M
Crafts	+ \$15.00/M
Culture & Society	+ \$15.00/M
Current Events/Politics	+ \$15.00/M
Dieting	+ \$15.00/M
Do It Yourself Projects	+ \$15.00/M
Online Education	+ \$15.00/M
Electronics/Technology	+ \$15.00/M
Environment	+ \$15.00/M
Exercise	+ \$15.00/M
Vegetarian	+ \$15.00/M
Wine	+ \$15.00/M
Natural/Organic Foods	+ \$15.00/M
Board Games/Puzzles	+ \$15.00/M
Computer/Video Games	+ \$15.00/M
Casino Gambling	+ \$15.00/M
Lottery	+ \$15.00/M
History/Military	+ \$15.00/M
Home Decor	+ \$15.00/M
Home Improvement	+ \$15.00/M
House Plants	+ \$15.00/M
Investments (Specific Types Available)	+ \$15.00/M
Money-Making Opportunities	+ \$15.00/M
Movies	+ \$15.00/M
Music	+ \$15.00/M
Nascar	+ \$15.00/M
Biking	+ \$15.00/M
Hiking	+ \$15.00/M
Fishing	+ \$15.00/M
Hunting	+ \$15.00/M
Scuba Diving	+ \$15.00/M
Water Sports	+ \$15.00/M

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**DESCRIPTION**

DATAMATRIX LISTS CONSUMERS CHOICE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS BY LIFESTYLE CHOICE ON THE MARKET. THIS FILE IS COMPILED WITH A UNIQUE COMBINATION OF ACTUAL PURCHASE DATA AND INFORMATION PROVIDED THROUGH CUSTOMER SURVEYS AND REGISTRATION CARDS ABOUT THEIR FAVORITE HOBBIES AND ACTIVITIES. WITH MORE THAN 500 LIFESTYLE SELECTIONS AVAILABLE, THIS LIST IS ESSENTIAL TO ANY TELEMARKETING OR DIRECT MAIL CAMPAIGN THAT SEEKS TO TARGET A SPECIFIC CUSTOMER PROFILE OR FIND BUYERS OF SIMILAR PRODUCTS AND SERVICES. THIS MASTERFILE CAN BE SEGMENTED BY NUMEROUS DIFFERENT SELECTIONS TO SUCCESSFULLY PINPOINT YOUR UNIQUE MARKET. THESE RESPONSIVE INDIVIDUALS ARE EXCEPTIONAL PROSPECTS FOR COUNTLESS TYPES OF OFFERS INCLUDING PUBLICATION SUBSCRIPTIONS, MAIL ORDER CATALOGS, INVESTMENT OR INSURANCE OPPORUNITIES, TRAVEL/VACATION

OFFERS AND MANY OTHER PRODUCTS AND SERVICES THAT ENHANCE THEIR LIFESTYLES.

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**PROFILE**

**Lifestyle**

*Cat Owners*

*Dog Owners*

*Photography*

*Reading (Specific Interests Available)*

*Baseball*

*Basketball*

*Football*

*Hockey*

*Racing*

*Soccer*

*Tennis*

*Tennis*

*Participate in Sports*

*Equestrian*

*Golf*

*Motorcycling*

*Skiing*

*Arts*

*Automotive/Mechanical*

*Aviation*

*Beauty/Cosmetics*

*Boating*

*Self/Career Improvement*

*Celebrity Lifestyles*

*Christian Values*

*Collectibles (Specific Types Available)*

*Community Involvement*

*Low Fat Cooking*

*Gourmet Cooking*

*General Cooking*

*Crafts*

*Culture & Society*

*Current Events/Politics*

*Dieting*

*Do It Yourself Projects*

*Online Education*

*Electronics/Technology*

*Environment*

*Exercise*

*Vegetarian*

*Wine*

*Natural/Organic Foods*

*Board Games/Puzzles*

*Computer/Video Games*

*Casino Gambling*

*Lottery*

*History/Military*

*Home Decor*

*Home Improvement*

*House Plants*

*Investments (Specific Types Available)*

*Money-Making Opportunities*

Movies  
 Music  
 Nascar  
 Biking  
 Hiking  
 Fishing  
 Hunting  
 Scuba Diving  
 Water Sports  
 Woodworking  
 Travel (Specific types available)  
 Theater  
 Sweepstakes  
 Tobacco User  
 Sewing/Knitting  
 Current Science Topics  
 Parenting  
 Religious  
 RVs

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#### SELECTS

1st LIFESTYLE SELECT	<b>NO CHARGE</b>
2nd LIFESTYLE SELECT	<b>\$15.00/M</b>
3rd LIFESTYLE SELECT	<b>\$10.00/M</b>
4+ LIFESTYLE SELECTS	<b>\$5.00/M</b>
AGE	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
AUTOMOTIVE DATA	<b>\$15.00/M</b>
DWELLING TYPE	<b>\$15.00/M</b>
EDUCATION	<b>\$15.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER OF CHILD	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$15.00/M</b>
HOME VALUE	<b>\$15.00/M</b>
HOTLINE - 1 MONTH	<b>\$15.00/M</b>
HOTLINE - 3 MONTH	<b>\$10.00/M</b>
HOTLINE - 6 MONTH	<b>\$5.00/M</b>
INCOME SELECT	<b>\$7.00/M</b>
LENGTH OF RESIDENCE	<b>\$15.00/M</b>
MAIL ORDER BUYERS	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
MEDICAL AILMENT	<b>\$35.00/M</b>
NET WORTH	<b>\$25.00/M</b>
NUMBER OF CHILDREN	<b>\$15.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>
SCF	<b>\$5.00/M</b>
SPOKEN LANGUAGE	<b>\$15.00/M</b>
STATE	<b>\$5.00/M</b>
ZIP	<b>\$5.00/M</b>
Lifestyle	

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#### MANAGER

**Datamatrix Lists**  
<http://www.datamatrixlists.com>

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#### GENDER

Male	<b>50%</b>
Female	<b>50%</b>

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#### CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact

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#### AVERAGE INCOME

Value **not available**

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#### MINIMUM ORDER

Minimum Quantity	<b>3,000</b>
Minimum Price	<b>\$250.00</b>

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#### COMMISSIONS

Broker	<b>30%</b>
Agency	<b>15%</b>

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#### NET NAME ARRANGEMENTS

**Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>25,000</b>
Run Charges	<b>\$10.00/M</b>

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#### EXCHANGES

**Exchange is not allowed**

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#### REUSE

**Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

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#### CANCELLATION

Charges

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#### KEY CODING

**Key Coding is available**

Charges	<b>\$3.00/M</b>
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#### ADDRESSING

EMAIL	<b>\$50.00/F</b>
FTP	<b>\$75.00/F</b>

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#### SPECIAL INSTRUCTIONS

BASE PRICE INCLUDES ONE LIFESTYLE SELECT.