

## Datamatrix 2017



### Elegant Dining and Wine by CRN

Consumers who take pride in the food they eat and actively search for insight into the culinary world. 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

#### SEGMENTS

5,803,487	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
	3 Month Hotline	+ \$10.00/M
2,705,618	Gourmet Food Enthusiast	+ \$15.00/M
2,456,873	Healthy Cooking/Low-Fat Foods	+ \$15.00/M
2,416,738	Wine Connoisseurs	+ \$15.00/M
329,147	Dine at Home Regularly	+ \$15.00/M
11,349	Cigar Aficionados	+ \$15.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>214337</b>
<b>NextMark ID</b>	<b>132453</b>
<b>mIn ID</b>	<b>888412-000</b>
<b>SRDS ID</b>	<b>888412-000</b>

#### MEDIA TYPE

**Consumer**  

#### SOURCE

Lifestyle questionnaire, Multi Sourced, Compiled lists

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

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

#### DATA CARD MAINTENANCE

New To System **07/30/2007**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

#### DESCRIPTION

Whether they are sampling the finest wines or savoring the freshest seafood, these food enthusiasts take pride in enjoying the best cuisine the world has to offer and will spend generous sums to feed their appetite for new culinary experiences. CRN's database is composed of culinary-orientated Americans with an average age of 52 who earn a median income of \$100,000 annually and have indicated their interest in eating gourmet foods, cooking healthy meals, drinking wine or smoking cigars. This file is a vital resource for any campaign dealing with food and wine periodicals, wine clubs, high-end restaurants, cookbooks, cigar shops or publications, retail cookware outlets, apparel and entertainment offers, supermarket chains or other products and services that will keep these consumers at the forefront of the culinary world.

#### SELECTS

AGE	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
DONOR (type available)	<b>\$15.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
INCOME SELECT	<b>\$10.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
OCCUPATION	<b>\$15.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>
NET WORTH	<b>\$30.00/M</b>

#### MANAGER

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

#### AVERAGE INCOME

Value **\$100,000.00**

#### MINIMUM ORDER

Minimum Quantity **3,000**  
Minimum Price **\$250.00**

#### COMMISSIONS

Broker **30%**  
Agency **15%**

#### NET NAME ARRANGEMENTS

**Net Name is allowed**  
Floor **85%**  
Minimum Quantity **25,000**  
Run Charges **\$10.00/M**

#### EXCHANGES

**Exchange is not allowed**

**GENDER**

Male  
 Female

50%  
 50%

**REUSE****Reuse is allowed**

Minimum Quantity  
 Run Charge

**0****CANCELLATION**

Charges

**KEY CODING****Key Coding is available**

Charges

**\$3.00/M****ADDRESSING**

EMAIL

**\$50.00/F**

FTP

**\$75.00/F****SPECIAL INSTRUCTIONS****CONTACTS**

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

★ = Primary contact