

Datamatrix 2017



Healthy Decisions by CRN

Consumers who are actively interested in improving or maintaining their health and well being through eating right and exercising regularly. 30% BROKER COMMISSION!



SEGMENTS

9,181,968	Total Universe / Universe Rate	\$70.00/M
3,103,695	Walking/Exercising	+ \$15.00/M
4,987,960	Play Outdoor Sports	+ \$15.00/M
3,096,484	Weight Loss/Dieting	+ \$15.00/M
2,807,118	Organic/Whole Foods	+ \$15.00/M
2,227,005	Self Help Products	+ \$15.00/M
396,365	Healthy Cooking	+ \$15.00/M
223,804	Vitamins/Supplements	+ \$15.00/M
60,291	Yoga/Pilates	+ \$15.00/M
1,385,354	Running/Jogging	+ \$15.00/M
2,194,401	Biking	+ \$15.00/M
	1 Month Hotline	+ \$15.00/M
	3 Month Hotline	+ \$10.00/M
	6 Month Hotline	+ \$5.00/M

ID NUMBERS

Manager ID	213913
NextMark ID	130982
mIn ID	886728-000
SRDS ID	

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 **07/23/2007**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**







DESCRIPTION

Healthy Decisions by Consumer Response Network offers marketers the opportunity to connect with health conscious consumers from one of the most current listings on the market. These individuals provided information about their exercising and eating habits by completing customer surveys or purchasing various health products through the mail. This database is composed of active Americans who have indicated their interest in exercise and sports such as bicycling, running, golf, rollerblading, skateboarding, skiing, snowboarding, soccer, tennis, or other healthy alternatives such as weight loss, organic or healthy foods, self-improvement, vitamins and herbal supplements, low-fat cooking and caring for their bodies. Health conscious consumers understand the importance of maintaining a healthy lifestyle and spare no expense to attain their desired results. To narrow your search, each lifestyle select on this list can be screened as a favorite, meaning it is the primary interest for the selected individuals. This file is a vital resource for any campaign dealing with weight loss, vitamins and herbal supplements, dieting and exercise regimens, healthy cookbooks, sports or health orientated magazines, self-help publications, gym memberships or other products and services that contribute to a healthy way of life.

PROFILE

LIFESTYLE SELECT (15.00/M)

Walking/Exercising	3,103,695	
Play Outdoor Sports	4,987,960	
Weight Loss/Dieting	3,096,484	
Organic/Whole Foods	2,807,118	

Self Help Products	2,227,005	
Healthy Cooking	396,365	
Vitamins/Supplements	223,804	
Yoga/Pilates	60,291	
Running/Jogging	1,385,354	
Biking	2,194,401	

SELECTS

AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
CREDIT CARD HOLDERS	\$15.00/M
DONOR (type available)	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NET WORTH	\$25.00/M
PRESENCE OF CHILDREN	\$10.00/M
PRIMARY INTEREST	\$15.00/M
SPOKEN LANGUAGE	\$15.00/M

MANAGER

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

GENDER

Male	50%
Female	50%

AVERAGE INCOME

Value **not available**

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

REUSE

Reuse is allowed

Minimum Quantity	0
Run Charge	

CANCELLATION

Charges

KEY CODING

Key Coding is available

Charges	\$3.00/M
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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