

Datamatrix 2017



Milestones

Consumers who are going through major life-changing events.



A division of Borelli Direct Marketing Inc.

SEGMENTS

11,258,964	Total Universe / Universe Rate	\$90.00/M
2,475,760	Empty Nesters	+ \$15.00/M
201,696	Expectant Parents	+ \$15.00/M
4,043,506	Child Approaching High School Graduation	+ \$15.00/M
1,988,882	Intend to Purchase Vehicle	+ \$15.00/M
3,495,146	New Parent (Selectable by Recency)	+ \$15.00/M
139,114	Newlyweds	+ \$15.00/M
56,083	Recently Divorced	+ \$15.00/M
535,526	Recent Home Buyers	+ \$15.00/M
876,534	Recent Mortgage Borrower	+ \$15.00/M
1,323,438	Teen Driver in Household (selectable by gender and area)	+ \$15.00/M

ID NUMBERS

Manager ID	
NextMark ID	231607
mIn ID	139391
SRDS ID	893015-000

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Compiled lists, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System	04/23/2008
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

'Milestones' is comprised of consumers who are undergoing a major transitional period in their lives. These enormous changes are often accompanied by a large influx in spending and the importance of each event often outweighs any concern over price. Empty Nesters now have the time and freedom to travel, partake in new hobbies or fix up the house. Expectant parents and new parents have everything from baby clothes to toys to furniture to food to purchase for the new addition. Newlyweds are beginning to look at houses or apartments and other large joint purchases. Households with children approaching high school graduation are securing loans for their education and preparing to outfit the graduate with supplies for college. Newlyweds, expectant parents and new parents are perfect targets for insurance offers to protect their loved ones. New car buyers also need insurance and are ideal prospects for any vehicle related services.

SELECTS

ETHNICITY	\$15.00/M
GENDER OF CHILD	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
HOME VALUE	\$15.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NUMBER OF CHILDREN	\$15.00/M
RESPONDENT AGE	\$7.00/M
SPOKEN LANGUAGE	\$15.00/M

MANAGER

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

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	20%
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

GENDERMale
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