

## Datamatrix 2017



### Affluent Outdoor Enthusiasts

Comprehensive listing of wealthy, active individuals who enjoy spending time outdoors. Datamatrix Lists offers 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

#### SEGMENTS

1,883,125	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
715,766	3 Month Hotline	+ \$10.00/M
1,033,967	6 Month Hotline	+ \$5.00/M
80,997	Bicycling/Mountain Biking	+ \$15.00/M
295,378	Boating/Sailing	+ \$15.00/M
439,789	Camping/Hiking	+ \$15.00/M
467,987	Fishing	+ \$15.00/M
876,321	Hunting	+ \$15.00/M
159,833	Motorcycling	+ \$15.00/M
367,953	Recreational Vehicles	+ \$15.00/M
120,733	Running	+ \$15.00/M
126,935	Skiing	+ \$15.00/M
467,833	Walking(Exercise)	+ \$15.00/M
196,798	Wildlife/Environment	+ \$15.00/M
89,655	Equestrian	+ \$15.00/M
68,936	Aerobics	+ \$15.00/M
29,141	Scuba Diving	+ \$15.00/M
658,112	Golf	+ \$15.00/M
993,211	Income Select	+ \$10.00/M

#### ID NUMBERS

Manager ID	221634
NextMark ID	141497
mIn ID	889905-000
SRDS ID	

#### MEDIA TYPE

Consumer

#### SOURCE

Multi Sourced, Compiled lists, Lifestyle questionnaire

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

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

#### DATA CARD MAINTENANCE

New To System **12/04/2007**  
Last Update **01/08/2018**  
Next Update **01/31/2018**  
Update Frequency **QUARTERLY**












#### DESCRIPTION

With minimum income of over \$75,000, these active and often adventurous consumers enjoy spending their free time in the great outdoors. Always willing to try something new, this group spends their substantial discretionary income on anything that can help them pursue their interests and remain active. Even when stuck inside, they are constantly researching their hobbies and looking for new activities to participate in. This group enjoys everything from camping, hiking, hunting and skiing to jogging, motorcycling, recreational vehicles and travelling. These wealthy adventurers are perfect candidates for trip offers, sporting equipment and outdoor gear, sports utility vehicles, boats, all terrain vehicles, RVs, etc. They are also a prime market for insurance and investment offers, credit cards, and loans to cover their big ticket purchases. Visit our website at [www.datamatrixlists.com](http://www.datamatrixlists.com).

#### PROFILE

##### Lifestyle

Bicycling/Mountain Biking	82,005	
Boating/Sailing	297,201	
Camping/Hiking	454,324	
Fishing	472,308	

Hunting	900,369	
Motorcycling	161,283	
Recreational Vehicles	375,378	
Running	122,637	
Skiing	128,479	
Walking(Exercise)	471,994	
Wildlife/Environment	198,394	
Equestrian	90,371	
Aerobics	70,173	
Scuba Diving	30,425	
Golf	659,654	

#### SELECTS

\$200K+	\$15.00/M
\$250K+	\$15.00/M
\$400K+	\$15.00/M
\$500K+	\$20.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
Home Value	\$15.00/M
Mail Order Buyer	\$15.00/M
MARITAL STATUS	\$10.00/M
Net Worth	\$25.00/M
OCCUPATION	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
Lifestyle	

#### MANAGER

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

#### GENDER

Male	60%
Female	40%

#### AVERAGE INCOME

Value **\$75,000.00**

#### 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

#### 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**

#### 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