

Affluent Outdoor Enthusiasts

DATACARD DESCRIPTION

WITH MEDIAN 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 THEY'RE 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 TRAVELING. 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.

60% male, 40% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

UPDATED Jul 27, 2010
DATE VERIFIED Jul 27, 2010

Selections	Counts	Price per/M
Universe	1,904,401	\$70.00
Bicycling/Mountain Biking	82,005	+15.00
Boating/Sailing	297,201	+15.00
Camping/Hiking	454,324	+15.00
Fishing	472,308	+15.00
Hunting	900,369	+15.00
Motorcycling	161,283	+15.00
Recreational Vehicles	375,378	+15.00
Running	122,637	+15.00
Skiing	128,479	+15.00
Walking(Exercise)	471,994	+15.00
Wildlife/Environment	198,394	+15.00
Equestrian	90,371	+15.00
Aerobics	70,173	+15.00
Scuba Diving	30,425	+15.00
Golf	659,654	+15.00
Income \$100K+	994,259	+15.00
Income \$125K+	569,911	+15.00
Income \$200K+	124,807	+15.00
3 Month Hotline	719,766	+10.00
6 Month Hotline	1,198,130	+5.00

Net name arrangement (25,000), 85%.

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Age Of Children	\$15.00	M
Gender/Sex	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$10.00	M
Income Select	\$10.00	M
Mail Order Buyer	\$15.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M

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6 Month Hotline \$5.00 M

LIST SOURCE

Compiled **Note**
Lifestyle Questionnaire

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	M
E-mail	\$50.00	M
Cartridge	\$50.00	M
CD ROM	\$50.00	M
FTP	\$50.00	M

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% brokers commission.

RESTRICTIONS

Telemarketing is not allowed. Reuse is allowed. Net Name is allowed. Exchange is not allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

sales@datamatrixlists.com Key Contact Email

MID 889905 000