

# Affluent Outdoor Enthusiasts

MID: 889905-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

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 select	994,259	+10.00
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	Unit	Note
200,000.00+	\$15.00	M	extra	
250,000.00+	\$15.00	M	extra	
400,000.00+	\$15.00	M	extra	
500,000.00+	\$20.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Gender/Sex	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Ethnicity	\$15.00	M	extra	
Home Owner	\$10.00	M	extra	
Home Value	\$15.00	M	extra	
Mail Order Buyer	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	

----- PERSONNEL -----

List Owner

Datamatrix Lists

3530 Route 27, 2nd Floor

Kendall Park, NJ 08824

Phone: 732-940-1500

Fax: 732-940-1501

E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

Contact Title Phone Fax E-mail

List Manager	732-	732-	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>
	940-	940-	
	1500	1501	

----- SUMMARY DESCRIPTION -----

Adventurous consumers who enjoy spending their free time in the great outdoors.

60% male, 40% female.

----- 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.

SRDS Classification

USA	Consumer	602	Sports
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----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% brokers commission.

----- METHOD OF ADDRESSING -----

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

6 Month Hotline

\$5.00 M extra

FTP

\$50.00 M extra

----- **RESTRICTIONS** -----

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

----- **UPDATE SCHEDULE** -----

Updated monthly.