

A Fresh Start - Newly Divorced

MID: 899654-000

----- 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	69,416	\$65.00
Income 75K+	13,002	+7.00
Income 100K+	6,711	+7.00
Presence of children	43,426	+10.00
Home owner	48,160	+15.00
Home value 250K+	12,298	+15.00
Wine enthusiast	4,157	+15.00
Home improvement interest	37,224	+15.00
Cultural/arts interest	11,301	+15.00
Outdoor/exercise interest	35,624	+15.00

85% net names on all orders of 25,000 records or more.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$5.00	M	extra	
Age Of Children	\$15.00	M	extra	
County	\$5.00	M	extra	
Dwelling Type	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$5.00	M	extra	
Household Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Presence Of Children	\$5.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$3.00	M	extra	
Email	\$50.00	M	extra	
Carrier Route Code				
CASS Cert/Bar Coding				
Home Address				
Nth Name				
Zip+4				

----- 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

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

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

Listing of the recently divorced in America.
 50% male, 50% female.

----- DATACARD DESCRIPTION -----

"A FRESH START" TARGETS ONE OF THE FASTEST GROWING, UNTAPPED MARKETS IN AMERICA; THE NEWLY DIVORCED. THIS OVERLOOKED LIFE-STAGE REQUIRES INDIVIDUALS TO START OVER, RESTOCKING FURNITURE, HOUSEHOLD ITEMS, CHILDREN'S TOYS AND CLOTHES, ETC. THIS IS VIRTUALLY THE SAME MARKETING OPPORTUNITY AS NEW MOVERS OR NEWLY MARRIED! THE FILE IS ENHANCED WITH SELF REPORTED LIFESTYLE AND DEMOGRAPHIC DATA TO HELP PINPOINT A MAILERS EXACT TARGET.
 A FRESH START - NEWLY DIVORCED IS PERFECT FOR MAILERS OF: HOME DECOR, ELECTRONICS, INSURANCE, CREDIT CARDS, REAL ESTATE, FINANCIAL SERVICES AS WELL AS ANY OTHER MAILER SEARCHING FOR RECEPTIVE CONSUMERS IN A PRIME BUYING MODE.

SRDS Classification

USA	Consumer	563A	Life Events
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----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

15% commission to agencies. 30% broker commission.

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

Available Media	Rate	Per	Unit	Note
CD-ROM	\$50.00	M	extra	
FTP	\$50.00	M	extra	
Pressure Sensitive Labels	\$15.00	M	extra	

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated monthly.