

American DIY Auto & Home

MID: 924679-000

----- 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
Total Universe	1,804,727	\$70.00
DIY Home improvement	1,315,841	+15.00
DIY Auto	487,886	+15.00
Vehicles owned 2+	285,525	+15.00
Vehicle owned 3+	198,256	+15.00
Chevrolet	88,628	+15.00
Ford	104,919	+15.00
Dodge	33,117	+15.00
GMC	16,353	+15.00
Honda	22,986	+15.00
Toyota	29,970	+15.00

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

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Dwelling Size/Type	\$5.00	M	extra	
Ethnic/Ethnicity	\$15.00	M	extra	
Gender/Sex	\$10.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Household Income	\$7.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Lifestyle	\$15.00	M	extra	
Make	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Model Year	\$15.00	M	extra	
Motor Vehicle/Rv Related	\$15.00	M	extra	
Phone Number	\$25.00	M	extra	
Presence Of Child	\$10.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Year Built	\$15.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$3.00	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

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

These people have a passion for auto repairs and improving their homes and just doing things on their own.
 80% male, 20% female.

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

THESE SELF MOTIVATED, CAN-DO INDIVIDUALS RECEIVE ENJOYMENT WHILE SAVING MONEY ON MANY OF THE TYPICAL AUTO AND HOME IMPROVEMENTS OTHERS MAY HIRE SOMEONE ELSE TO DO. CONNECT WITH CONSUMERS WHO VALUE THEIR MOST IMPORTANT ASSETS: THEIR HOME AND VEHICLE. THESE ARE IDEAL PROSPECTS FOR HOME IMPROVEMENT AND AUTOMOBILE CATALOGS, HOW TO PUBLICATIONS, CREDIT CARDS, AS WELL AS CONTINUING EDUCATION PROGRAMS.
 AVERAGE INCOME, \$35,000.00

SRDS Classification

USA Consumer 508 Automotive

----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

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

----- RESTRICTIONS -----

Reuse is not allowed.