

## Datamatrix 2017



### American DIY Auto & Home

These people have a passion for auto repairs and improving their homes and just doing things on their own. Selections include: Vehicle Make, Vehicle Year, Age of home and all demographics.



#### SEGMENTS

1,804,727	Total Universe / Universe Rate	\$70.00/M
1,315,841	DIY Home Improvement	+ \$15.00/M
487,886	DIY Auto	+ \$15.00/M
285,525	Vehicles Owned 2+	+ \$15.00/M
198,256	Vehicles Owned 3+	+ \$15.00/M
88,628	Chevrolet	+ \$15.00/M
104,919	Ford	+ \$15.00/M
33,117	Dodge	+ \$15.00/M
16,353	GMC	+ \$15.00/M
22,986	Honda	+ \$15.00/M
29,970	Toyota	+ \$15.00/M
300,000	All Other Car MFGs	+ \$15.00/M

#### ID NUMBERS

Manager ID	276477
NextMark ID	347528
mIn ID	924679-000
SRDS ID	

#### MEDIA TYPE

Consumer  

#### SOURCE

Multi Sourced, Compiled lists, Lifestyle questionnaire

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **09/27/2017**

#### DATA CARD MAINTENANCE

New To System **11/09/2009**  
Last Update **09/27/2017**  
Next Update **12/29/2017**  
Update Frequency **QUARTERLY**

#### 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.

#### SELECTS

Age	\$7.00/M
Dwelling Size/Type	\$5.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$10.00/M
Home Owner	\$15.00/M
Home Value	\$15.00/M
Household Income	\$7.00/M
Length of Residence	\$15.00/M
Lifestyle	\$15.00/M
Make	\$15.00/M
Marital Status	\$10.00/M
Model Year	\$15.00/M
Motor Vehicle/RV Related	\$15.00/M
Phone Number	\$25.00/M
Presence of Child	\$10.00/M
SCF	\$5.00/M
State	\$5.00/M
Year Built	\$15.00/M
Zip	\$5.00/M

**MANAGER**  
Datamatrix Lists

#### AVERAGE INCOME

Value **\$35,000.00**

#### 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 **\$8.00/M**

#### EXCHANGES

Exchange is not allowed

#### REUSE

Reuse is not allowed

**CANCELLATION**  
Charges

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**GENDER**

Male  
Female

**80%**  
**20%**

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**KEY CODING**

**Key Coding is available**  
Charges

**\$3.00/M**

**ADDRESSING**

EMAIL  
FTP

**\$50.00/F**  
**\$75.00/F**

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

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