

Datamatrix 2017



Americas Top 1%

Americans who meet strict criteria for elite financial status. 30%
BROKER COMMISSION!




SEGMENTS

799,108	Total Universe / Universe Rate	\$85.00/M
13,256	30 Day Hotline	+ \$15.00/M
48,191	3 Month Hotline	+ \$10.00/M
73,648	6 Month Hotline	+ \$5.00/M
	Art Collectors	+ \$15.00/M
	Wine Connoisseurs	+ \$15.00/M
	Boaters	+ \$15.00/M
	Golfers	+ \$15.00/M
	Pet Owners	+ \$15.00/M
	Foreign Travelers	+ \$15.00/M
	Domestic Travelers	+ \$15.00/M
	Luxury Car Owners	+ \$15.00/M
	Donate to Charity	+ \$15.00/M
	Investors	+ \$15.00/M

ID NUMBERS

Manager ID	226219
NextMark ID	141781
mIn ID	891278-000
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Multi-sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **01/01/2018**

DATA CARD MAINTENANCE

New To System **02/05/2008**
Last Update **01/08/2018**
Next Update **01/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

America's Top 1% delivers marketers access to the highest level consumers in the country. Datamatrix Lists offers one of the most current and complete listings of financially successful individuals, this file is compiled using stringent guidelines including income, net worth and home value, as well as various other proprietary criteria. These consumers are not just wealthy; they are the top tier of American society. Living lives that most just dream about, these individuals seek the finest things in life and can afford them without batting an eye. America's Top 1% is an exceptional source for fundraising, business/leisure periodicals, travel offers, and luxury items such as sports & luxury cars, yachts/boats, high-end jewelry, aircraft, art/antiques and designer clothing. Also, the perfect candidates for investment and insurance opportunities.

PROFILE

LIFESTYLE SELECT (15.00/M)

Art Collectors

Wine Connoisseurs

Boaters

Golfers

Pet Owners

Foreign Travelers

Domestic Travelers

Luxury Car Owners

Donate to Charity

Investors

SELECTS

\$200K+	\$5.00/M
\$400K+	\$10.00/M
\$500K+	\$10.00/M
\$1MM+	\$25.00/M
\$2MM+	\$25.00/M
12 MONTH HOTLINE	
3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
DONOR	\$15.00/M
DWELLING TYPE	\$15.00/M
ETHNICITY	\$15.00/M
GENDER OF CHILD	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
HOUSE VALUE	\$15.00/M
LENGTH OF RESIDENCE	\$15.00/M
LIFESTYLE SELECT	\$15.00/M
MAIL ORDER BUYERS	\$15.00/M
MARITAL STATUS	\$10.00/M
MONTHLY HOTLINE	\$15.00/M
NET WORTH	\$25.00/M
NUMBER OF CHILDREN	\$15.00/M
OCCUPATION	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male	60%
Female	40%

AVERAGE INCOME

Value **not available**

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	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

EMAIL	\$50.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact