

Datamatrix 2017



Americas Top 5%

High Level Earners. 30% BROKER COMMISSION!



SEGMENTS

17,946,052	Total Universe / Universe Rate	\$80.00/M
354,964	30 Day Hotline	+ \$15.00/M
1,271,267	3 Month Hotline	+ \$10.00/M
1,839,894	6 Month Hotline	+ \$5.00/M
4,421,026	\$200 K+	+ \$5.00/M
2,614,852	\$250 K+	+ \$10.00/M
834,857	Art Collectors	+ \$15.00/M
687,542	Wine Connoisseurs	+ \$15.00/M
1,895,264	Boaters	+ \$15.00/M
4,251,069	Golfers	+ \$15.00/M
6,136,725	Pet Owners	+ \$15.00/M
3,085,491	Foreign Travelers	+ \$15.00/M
7,862,149	Domestic Travelers	+ \$15.00/M
1,246,825	Luxury Car Owners	+ \$15.00/M
415,302	Donate to Charity	+ \$15.00/M
14,123,582	Professionals	+ \$15.00/M
3,021,498	Investors	+ \$15.00/M
7,145,283	Presence of Children	+ \$10.00/M
730,412	\$400K+	+ \$10.00/M
862,317	\$500K+	+ \$15.00/M
	\$1MM+	+ \$25.00/M
	\$2MM+	+ \$25.00/M

ID NUMBERS

Manager ID	212472
NextMark ID	131004
mIn ID	884657-000
SRDS ID	884657-000

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 **07/02/2007**
Last Update **01/08/2018**
Next Update **01/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

America's Top 5% delivers marketers access to one of the most current and complete listings of financially successful individuals across America. This Datamatrix List is composed of more than 75% elite professionals who are still in the workforce earning six-figure incomes. These wealthy Americans seek the finer things in life and have the discretionary income to attain them. Wealthy consumers are exceptional prospects for fundraising, business periodicals, travel offers, and luxury items including sports cars, yachts, and high-end jewelry.

PROFILE

LIFESTYLE SELECT (15.00/M)

Art Collectors	834,857	
Wine Connoisseurs	687,542	
Boaters	1,895,264	
Golfers	4,251,069	
Pet Owners	6,136,725	
Foreign Travelers	3,085,491	
Domestic Travelers	7,862,149	
Luxury Car Owners	1,246,825	
Donate to Charity	415,302	

Professionals 14,123,582
 Investors 3,021,498

SELECTS

\$400K+	\$10.00/M
\$500K+	\$15.00/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
CREDIT CARD BUYERS	\$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
INCOME SELECT	\$7.00/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