

Americas Top 5%

MID: 884657-000

----- 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	17,946,052	\$80.00
30 Day Hotline	354,964	+15.00
3 Month Hotline	1,271,267	+10.00
6 Month Hotline	1,839,894	+5.00
200,000.00+	4,421,026	+5.00
250,000.00+	2,614,852	+10.00
Art collectors	834,857	+15.00
Wine connoisseurs	687,542	+15.00
Boaters	1,895,264	+15.00
Golfers	4,251,069	+15.00
Pet owners	6,136,725	+15.00
Foreign travelers	3,085,491	+15.00
Domestic travelers	7,862,149	+15.00
Luxury car owners	1,246,825	+15.00
Donate to charity	415,302	+15.00
Professionals	14,123,582	+15.00
Investors	3,021,498	+15.00
Presence of Children	7,145,283	+10.00
400,000+	730,412	+10.00
500,000+	862,317	+15.00

Net name arrangement (25,000 minimum) 85% plus 10.00/M running charge.

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

Selections	Rate	Per	Unit	Note
400,000.00+	\$10.00	M	extra	
500,000.00+	\$15.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Credit Card Buyers	\$15.00	M	extra	
Donors	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
House Value	\$15.00	M	extra	
Income	\$7.00	M	extra	
Lifestyle	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	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 -----

Professionals who are still in the workforce earning six-figure incomes.
 60% male, 40% female.

----- DATACARD 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

SRDS Classification

USA Consumer 594 Professional

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

Source	Note
Compiled	Multi-sourced

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

15% commission to agencies. 30% commission to brokers.

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

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

----- RESTRICTIONS -----

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

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

Key Coding	\$3.00	M	extra	Updated monthly.
12 Month Hotline				
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Credit Card Buyers	\$15.00	M	extra	
Dwelling Type	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Monthly Hotline	\$15.00	M	extra	
Number Of Children	\$15.00	M	extra	
Scf	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	