

## Americas Top 1%

### DATACARD DESCRIPTION

AMERICA'S TOP 1% DELIVERS MARKETERS ACCESS TO THE HIGHEST LEVEL CONSUMERS IN THE COUNTRY. DATAMATRIX LIST 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.

60% male, 40% female.

### SELECTIONS WITH COUNTS

**Minimum order 250.00 or 3,000**

**Counts Thru: Jul 2010**

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
Universe	799,108	\$85.00
30 day hotline	13,256	
3 month hotline	48,191	
6 month hotline	73,648	

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

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
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
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
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
Net Worth	\$25.00	M
Number Of Children	\$15.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

**LIST SOURCE**

Compiled	<b>Note</b> Multi-sourced
----------	------------------------------

**METHOD OF ADDRESSING**

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

**UPDATE SCHEDULE**

Monthly

**COMMISSION, CREDIT POLICY**

15% commission to agencies. 30% broker commission.

**RESTRICTIONS**

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

**LIST MANAGER/OWNER**

Datamatrix Lists List Manager

**List Manager** Key Contact Name  
732-940-1500 Key Contact Phone  
732-940-1501 Key Contact Fax  
[sales@datamatrixlists.com](mailto:sales@datamatrixlists.com) Key Contact Email

**MID** 891278 000