

Americas Top 1%

MID: 891278-000

----- 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
Universe	799,108	\$85.00
30 day hotline	13,256	+15.00
3 month hotline	48,191	+10.00
6 month hotline	73,648	+5.00

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

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

Selections	Rate	Per	Unit	Note
200K+	\$5.00	M	extra	
250K+	\$10.00	M	extra	
400K+	\$10.00	M	extra	
500K+	\$15.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Art Collectors	\$15.00	M	extra	
Wine Connoisseurs	\$15.00	M	extra	
Boaters	\$15.00	M	extra	
Golfers	\$15.00	M	extra	
Pet Owners	\$15.00	M	extra	
Foreign Travelers	\$15.00	M	extra	
Domestic Travelers	\$15.00	M	extra	
Luxury Car Owners	\$15.00	M	extra	
Donate To Charity	\$15.00	M	extra	
Investors	\$15.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Donor	\$15.00	M	extra	
Dwelling Type	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Gender/Sex	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
House Value	\$15.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Number Of Children	\$15.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	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 -----

Financially successful individuals.
 60% male, 40% female.

----- 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.

SRDS Classification

USA Consumer 552 General

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

Source	Note
Compiled	Multi-sourced

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

15% commission to agencies. 30% broker commission.

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

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

----- RESTRICTIONS -----

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

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

Updated monthly.