

Datamatrix 2017



At Home Leisure - Mail Order Buyers

Listing of mail order buyers who spend their leisure time at home. 30% BROKER COMMISSION!



SEGMENTS

12,699,025	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
4,528,946	3 Month Hotline	+ \$10.00/M
7,972,180	6 Month Hotline	+ \$5.00/M
998,460	Book Reading	+ \$15.00/M
3,291,988	DVD/Video	+ \$15.00/M
253,134	Cable TV Viewing	+ \$15.00/M
5,371,464	Crafts	+ \$15.00/M
7,766,688	Cooking	+ \$15.00/M
6,599,181	Gardening	+ \$15.00/M
8,167,739	Home Decor	+ \$15.00/M
8,927,477	Personal Computer	+ \$15.00/M
468,665	Video Game Players	+ \$15.00/M
4,923,871	Knitting	+ \$15.00/M
5,994,782	Sewing	+ \$15.00/M
356,446	Board Games/Puzzles	+ \$15.00/M
785,629	Wine	+ \$15.00/M
11,341,092	Home Workshop	+ \$15.00/M
2,121,704	Religious Reading	+ \$15.00/M
748,109	Collect Stamps	+ \$15.00/M
1,628,027	Collect Coins	+ \$15.00/M
1,626,612	Collect Antiques	+ \$15.00/M
333,092	Collect Arts	+ \$15.00/M
438,113	Computer Games	+ \$15.00/M
1,109,379	Spectator TV Sports	+ \$15.00/M
1,944,779	Cat Owner	+ \$15.00/M
2,751,847	Dog Owner	+ \$15.00/M
3,082,363	Music	+ \$15.00/M
4,376,637	Home Improvement	+ \$15.00/M

ID NUMBERS

Manager ID	221559
NextMark ID	347532
mIn ID	889093-000
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System **11/30/2007**
Last Update **01/08/2018**
Next Update **01/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

This group of mail order buyers, with median age of 55 and average income of \$75,000, is willing to spend their discretionary funds to improve their home and the time spent there. Often curled up with a good book, sipping a glass of fine wine or enjoying a new movie, this group is content spending their free time in the comfort of their own home. This puts their home life at a high priority when it comes to allocating their money, giving them no problem spending generously on home improvements and the hobbies that fill their time. Since the list is 100% mail order buyers, catalogs and other at-home methods of purchasing are the first place they turn to fill these spending needs. Sourced from surveys, questionnaires and product registrations, this list provides the perfect gateway to this unique market. These consumers enjoy reading, sewing, knitting, gardening, watching movies, playing

video games, home decorating, working or browsing the internet on their computer, and anything else that can be enjoyed without leaving home. Additionally, since their home is their pride and joy, they have no problem spending money to maintain the upkeep of their house and ensuring that they are the envy of their friends when it comes to home decor. This makes them a perfect market for home improvement, home appliances and electronics, landscaping, art dealers and interior decorators, as well as home insurance offers.

SELECTS

3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
DWELLING TYPE	\$15.00/M
Education	\$15.00/M
Ethnic/Ethnicity	\$15.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
Home Value	\$15.00/M
INCOME SELECT	\$7.00/M
LENGTH OF RESIDENCE	\$15.00/M
MARITAL STATUS	\$10.00/M
MONTHLY HOTLINE	\$15.00/M
Net Worth	\$30.00/M
OCCUPATION	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
Year Built	\$15.00/M

MANAGER

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

GENDER

Male	50%
Female	50%

AVERAGE INCOME

Value **\$75,000.00**

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	

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
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ADDRESSING

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

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact