

## At Home Leisure - Mail Order Buyers

### DATACARD DESCRIPTION

THIS GROUP OF CONSUMERS 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. SOURCED FROM SURVEYS, QUESTIONAIRES AND PRODUCT REGISTRATIONS, THIS LIST PROVIDES THE PERFECT GATEWAY TO THIS UNIQUE MARKET. PRIME CANDIDATES FOR MAIL-ORDER OFFERS AND ANY PRODUCTS OFFERED BY TELEVISION AND OR INTERNET, 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.

50% male, 50% 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>
Total universe	12,699,025	\$70.00
Book Reading	998,460	+15.00
DVD/Video	3,291,988	+15.00
Cable TV Viewing	253,134	+15.00
Crafts	5,371,464	+15.00
Cooking	7,766,688	+15.00
Gardening	6,599,181	+15.00
Home Decor	8,167,739	+15.00
Personal Computer	8,927,477	+15.00
Video Game Players	468,665	+15.00
Knitting	4,923,871	+15.00
Sewing	5,994,782	+15.00
Board Games/Puzzles	356,446	+15.00
Wine	785,629	+15.00
Home Workshop	11,341,092	+15.00
Religious Reading	2,121,704	+15.00
Collect Stamps	748,109	+15.00
Collect Coins	1,628,027	+15.00
Collect Antiques	1,626,612	+15.00
Collect Arts	333,092	+15.00
Computer Games	438,113	+15.00
Spectator TV Sports	1,109,379	+15.00
Cat Owner	1,944,779	+15.00
Dog Owner	2,751,847	+15.00
Music	3,082,363	+15.00
Home Improvement	4,376,637	+15.00
3 Month Hotline	4,528,946	+10.00
6 Month Hotline	7,972,180	+5.00

Net name arrangement (minimum 25,000), 85%

**OTHER SELECTIONS**

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$10.00	M
Dwelling Type	\$15.00	M
Education	\$15.00	M
Ethnicity	\$15.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Length Of Residence	\$15.00	M
Marital Status	\$10.00	M
Monthly Hotline	\$15.00	M
Occupation	\$15.00	M
Phone Number	\$25.00	M
Net Worth	\$25.00	M
Presence Of Children	\$10.00	M
Year Built	\$15.00	M
Key Coding	\$3.00	M

**LIST SOURCE**

	<b>Note</b>
Compiled	Lifestyle Questionnaire

**METHOD OF ADDRESSING**

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
Diskette	\$50.00	
Cartridge	\$50.00	
CD-ROM	\$50.00	
FTP	\$50.00	

**UPDATE SCHEDULE**

Monthly

**COMMISSION, CREDIT POLICY**

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

**RESTRICTIONS**

Net Name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing 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** 889093 000