

At Home Leisure - Mail Order Buyers

MID: 889093-000

----- 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	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 -----

Selections	Rate	Per	Unit	Note
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$10.00	M	extra	
Dwelling Type	\$15.00	M	extra	
Education	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Length Of Residence	\$15.00	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-	732-	sales@datamatrixlists.com
		940-	940-	
		1500	1501	

----- SUMMARY DESCRIPTION -----

Consumers who are willing to spend their discretionary funds to improve their home and the time spent there.
50% male, 50% female.

----- 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, QUESTIONNAIRES 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.

SRDS Classification

USA Consumer 558 Home & Home Service

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

Source	Note
Compiled	Lifestyle Questionnaire

Marital Status	\$10.00	M	extra
Monthly Hotline	\$15.00	M	extra
Occupation	\$15.00	M	extra
Phone Number	\$25.00	M	extra
Net Worth	\$25.00	M	extra
Presence Of Children	\$10.00	M	extra
Year Built	\$15.00	M	extra
Key Coding	\$3.00	M	extra

----- **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	
Diskette	\$50.00		fee	
Cartridge	\$50.00		fee	
CD-ROM	\$50.00		fee	
FTP	\$50.00		fee	

----- **RESTRICTIONS** -----
 Net Name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is allowed.

----- **UPDATE SCHEDULE** -----
 Updated monthly.