

College Years - Students By Lifestyle/Interest

MID: 890273-000

----- 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	894,097	\$70.00
Biking	121,816	+15.00
Camping	143,135	+15.00
Casino gambling	53,621	+15.00
Cultural/arts events	88,492	+15.00
Politics	22,439	+15.00
Electronics	108,947	+15.00
Fashion	101,265	+15.00
Travel	181,096	+15.00
Money-making opportunities	61,514	+15.00
Physical fitness	248,070	+15.00
Skiing	63,988	+15.00
Sports fan	172,631	+15.00

85% net names off all orders of 25,000 or more records.

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

Selections	Rate	Per	Unit	Note
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
1st Lifestyle Select				
2nd Lifestyle Select	\$15.00	M	extra	
3rd Lifestyle Select	\$10.00	M	extra	
4+ Lifestyle Select	\$5.00	M	extra	
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Income Select	\$7.00	M	extra	
Marital Status	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	

----- PERSONNEL -----

List Owner

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

High school and college students by lifestyle selection.
 50% male, 50% female.

----- DATACARD DESCRIPTION -----

LIST OF HIGH SCHOOL AND COLLEGE STUDENTS BY LIFESTYLE SELECTION. THESE STUDENTS, AGES 18-24, ARE IN THAT TRANSITIONAL PERIOD BETWEEN CHILDHOOD AND ADULTHOOD WHERE THEY ARE ESTABLISHING THEIR BRAND LOYALTIES AND PURCHASING HABITS THAT WILL LAST THE REST OF THEIR LIVES. MANY ARE LIVING ON THEIR OWN FOR THE FIRST TIME AND TRYING TO BALANCE SCHOOL WITH FUN, WHILE THEIR PARENTS PAY THE BILLS. SINCE THEY DON'T YET HAVE TO WORRY ABOUT THE RESPONSIBILITIES OF ADULTHOOD, BOTH FINANCIAL AND OTHERWISE, THEY ARE MORE LIKELY TO SPEND ANY EXTRA INCOME THEY HAVE ON THEIR INTERESTS AND HOBBIES. THIS DATAMATRIX LIST CONSUMER GROUP IS EXTREMELY OPEN TO TRYING NEW PRODUCTS AND SERVICES AS WELL AS PURCHASING IN NEW WAYS, SUCH AS THROUGH THE MAIL OR OVER THE INTERNET. THIS TECHNO-SAVVY AGE GROUP IS THE PRIME MARKET FOR CUTTING-EDGE ELECTRONICS, THE LATEST CLOTHING AND ACCESSORIES, AND ANYTHING ELSE THAT CAN HELP KEEP THEM AHEAD OF THEIR PEERS, NOT TO MENTION ANY EDUCATION RELATED ITEMS. SINCE THIS LIST IS SELECTABLE BY LIFESTYLE CHOICE, YOU CAN FURTHER NARROW DOWN YOUR TARGET MARKET TO REACH A SPECIFIC SEGMENT. ALSO, THE FIRST LIFESTYLE SELECT IS INCLUDED IN THE BASE PRICE, SUCH AS: CAMPING, CASINOS, ART, POLITICS, ELECTRONICS, FASHION, TRAVEL, SPORTS, EXERCISE, ETC. STUDENTS ARE THE PERFECT CANDIDATES FOR LOAN AND INVESTMENT OFFERS, AS THESE YOUNG ADULTS ARE BEGINNING THEIR FINANCIAL JOURNEY THROUGH LIFE AND ARE TRYING TO MAKE THE BEST POSSIBLE DECISIONS TO HELP THEM IN THE FUTURE.

SRDS Classification

USA Consumer 521 College & Alumni

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

Source Note

Compiled Lifestyle Questionnaire

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

15% commission to agencies. 30% broker commission.

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

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

----- **RESTRICTIONS** -----

Exchange is not allowed. Reuse is allowed.