

College Years - Students By Lifestyle/Interest

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 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.

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

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
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
1st Lifestyle Select		
2nd Lifestyle Select	\$15.00	M
3rd Lifestyle Select	\$10.00	M
4+ Lifestyle Select	\$5.00	M
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Income Select	\$7.00	M

Marital Status	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Lifestyle Questionnaire
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METHOD OF ADDRESSING

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

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% broker commission.

RESTRICTIONS

Exchange is not allowed. Reuse 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 Key Contact Email

MID 890273 000