Datamatrix 2017

Consumer Masterfile DM

One of the most current listings of United States consumers. Available by multiple demographic variables. 30% BROKER COMMISSION!

SEGMENTS

185,681,995	Total Universe / Universe Rate	$50.00/M
96,418,596	Total Households	$50.00/M
	30 Day Hotline	+ $15.00/M
	90 Day Hotline	+ $10.00/M
81,495,025	Mail Order Buyers	+ $15.00/M
38,146,875	Presence of Children	+ $10.00/M

ID NUMBERS

Manager ID	
NextMark ID	**212944**
mIn ID	**130984**
SRDS ID	**884956-000**

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	
New to Manager	
Counts Through	**09/27/2017**

DATA CARD MAINTENANCE

New To System	**07/09/2007**
Last Update	**09/27/2017**
Next Update	**12/29/2017**
Update Frequency	**QUARTERLY**

DESCRIPTION

THIS DATAMATRIX LISTS MASTERFILE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS ACROSS AMERICA. OUR UNIQUE DATABASE IS SOURCED FROM QUESTIONAIRES, VARIOUS REGISTRATIONS, CENSUS DATA, AND OTHER PUBLIC AND PROPRIETARY SOURCES. WITH OVER 500 DEMOGRAPHIC AND LIFESTYLE SEGMENTS, MAILERS HAVE THE ABILITY TO TARGET A SPECIFIC CUSTOMER PROFILE. THIS LIST IS AN ESSENTIAL COMPONENT OF ANY DIRECT MAIL OR TELEMARKEING CAMPAIGN. THESE CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR MANY INDUSTRIES INCLUDING AUTOMOTIVE, CREDIT CARDS, FINANCIAL INSTITUTIONS, INSURANCE, MAIL ORDER CATALOGS AND TRAVEL.

PROFILE

Media

Questionnaires

Various Registrations Census Data

Other Public and Proprietary Sources

SELECTS

AGE	**$7.00/M**
AGE OF CHILDREN	**$15.00/M**
CREDIT CARD (type available)	**$15.00/M**
DONOR (type available)	**$15.00/M**
Education	**$15.00/M**
ETHNICITY	**$15.00/M**
GENDER/SEX	**$10.00/M**
GEO SELECT	**$5.00/M**
HOME OWNER	**$15.00/M**
HOUSE VALUE	**$15.00/M**
INCOME SELECT	**$7.00/M**
INVESTORS	**$15.00/M**

AVERAGE INCOME

Value	**not available**

MINIMUM ORDER

Minimum Quantity	**3,000**
Minimum Price	**$250.00**

COMMISSIONS

Broker	**30%**
Agency	**15%**

NET NAME ARRANGEMENTS

LIFESTYLE SELECT	**$20.00/M**
MARITAL STATUS	**$10.00/M**
NET WORTH	**$25.00/M**
OCCUPATION	**$15.00/M**
PRESENCE OF CHILDREN	**$10.00/M**
Media	

MANAGER

Datamatrix Lists
http://www.datamatrixlists.com

GENDER

Male	**50%**
Female	**50%**

Net Name is allowed

Floor	**85%**
Minimum Quantity	**25,000**
Run Charges	**$10.00/M**

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**

ADDRESSING

EMAIL	**$50.00/F**
FTP	**$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact