

## Datamatrix 2017



### Consumer Research: Television Channel Preference

Reach consumers by television channels they may watch on a daily or weekly basis. 30% BROKER COMMISSION!



#### SEGMENTS

56,275,669	Total Universe / Universe Rate	\$70.00/M
	Catalog Rate	\$60.00/M
	Non-Profit Rate	\$60.00/M
4,518,761	1 Month Hotline	+ \$15.00/M
14,011,376	3 Month Hotline	+ \$10.00/M
28,145,387	6 Month Hotline	+ \$5.00/M
6,200,080	BET	+ \$15.00/M
1,295,354	CMT	+ \$15.00/M
13,769,508	CNBC	+ \$15.00/M
26,312,892	Cooking Channel	+ \$15.00/M
6,424,899	Disney Channel	+ \$15.00/M
6,695,817	DIY	+ \$15.00/M
13,735,229	ESPN	+ \$15.00/M
6,963,585	FOX NEWS	+ \$15.00/M
12,954,644	Game Show Network	+ \$15.00/M
6,784,367	Golf Channel	+ \$15.00/M
6,702,723	HGTV	+ \$15.00/M
25,495,213	Home Shopping Network	+ \$15.00/M
6,706,101	Military Channel	+ \$15.00/M
6,887,862	MTV	+ \$15.00/M
12,525,014	BRAVO	+ \$15.00/M
6,801,749	NFL Network	+ \$15.00/M
6,520,914	Outdoor Channel	+ \$15.00/M
6,674,334	Pay Per View Sports	+ \$15.00/M
6,843,798	PBS Kids	+ \$15.00/M
12,964,151	QVC	+ \$15.00/M
13,168,682	Science Channel	+ \$15.00/M
6,779,616	Speed Channel	+ \$15.00/M
16,940,122	STYLE	+ \$15.00/M
13,276,591	SyFy	+ \$15.00/M
15,000,000	+ Many more (Please inquire)	+ \$15.00/M

#### ID NUMBERS

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>395033</b>
<b>mIn ID</b>	
<b>SRDS ID</b>	

#### MEDIA TYPE

**Consumer**  

#### SOURCE

Multi Sourced, Compiled lists, Lifestyle questionnaire, Masterfile enhanced, TV/Cable TV

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

Market Entry	<b>10/29/2013</b>
New to Manager	<b>10/17/2007</b>
Counts Through	<b>01/01/2018</b>

#### DATA CARD MAINTENANCE

New To System	<b>10/17/2013</b>
Last Update	<b>01/08/2018</b>
Next Update	<b>03/31/2018</b>
Update Frequency	<b>QUARTERLY</b>

#### DESCRIPTION

Consumer Research has comprised a database of consumers who have shown their propensity in watching certain TV Channels. These avid television viewers not only enjoy watching channels pertaining to their favorite interests, but many actively participate in them as hobbies, lifestyles or professions. As consumers, this group is prime with a median age of 38 and median income of \$55,000. Combining channel preference with other demographics such as age, income, or lifestyle interest, will help to narrow down your target audience to the ideal prospects for your specific offer. This list is highly recommended for a large variety of mailers based on the

interests that each channel reveals about the viewer. \*\*\*Pricing for channel selection is \$15/M per channel\*\*\*

Selecting by TV viewership is a unique and effective way to reach hard to find prospects by interest. Use the many selections this file offers to target the perfect prospects for credit and loyalty offers, clothing, travel, merchandise, investments and anything related to their club affiliation and interest.

Propensities as a marketing tool are an excellent way to reach otherwise unreachable targeted prospects. We use only the single highest predictability level which provides the most likely prospect in each category. Propensities use a comprehensive algorithm of integrated scores calculated to identify behavior, interests and buying patterns.

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
1 MONTH HOTLINE	\$15.00/M	Value	\$55,000.00
3 MONTH HOTLINE	\$10.00/M	<b>MINIMUM ORDER</b>	
6 MONTH HOTLINE	\$5.00/M	Minimum Quantity	3,000
AGE	\$7.00/M	Minimum Price	\$250.00
AGE OF CHILDREN	\$15.00/M	<b>COMMISSIONS</b>	
COUNTY	\$5.00/M	Broker	30%
DATE OF BIRTH	\$25.00/M	Agency	15%
DWELLING TYPE	\$15.00/M	<b>NET NAME ARRANGEMENTS</b>	
ETHNICITY	\$15.00/M	<b>Net Name is allowed</b>	
GENDER OF CHILD	\$15.00/M	Floor	85%
GENDER/SEX	\$10.00/M	Minimum Quantity	25,000
INCOME SELECT	\$7.00/M	Run Charges	\$10.00/M
LIFESTYLE SELECT	\$15.00/M	<b>EXCHANGES</b>	
MARITAL STATUS	\$10.00/M	<b>Exchange is not allowed</b>	
NON-PROFIT RATE	\$60.00/M	<b>REUSE</b>	
OCCUPATION	\$15.00/M	<b>Reuse is allowed</b>	
SCF	\$5.00/M	Minimum Quantity	0
STATE	\$5.00/M	Run Charge	
ZIP	\$5.00/M	<b>CANCELLATION</b>	
<b>MANAGER</b>		<b>Charges</b>	
<b>Datamatrix Lists</b>		<b>KEY CODING</b>	
<a href="http://www.datamatrixlists.com">http://www.datamatrixlists.com</a>		<b>Key Coding is available</b>	
		Charges	
		\$3.00/M	
		<b>ADDRESSING</b>	
		EMAIL	
		\$50.00/F	
		FTP	
		\$75.00/F	
		<b>SPECIAL INSTRUCTIONS</b>	
<b>CONTACTS</b>			
Contact Name	Role	Email	Phone Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500
★ = Primary contact			