

Consumers Choice

DATACARD DESCRIPTION

CONSUMERS CHOICE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS BY LIFESTYLE CHOICE ON THE MARKET. THIS FILE IS COMPILED WITH A UNIQUE COMBINATION OF ACTUAL PURCHASE DATA AND INFORMATION PROVIDED THROUGH CUSTOMER SURVEYS AND REGISTRATION CARDS ABOUT THEIR FAVORITE HOBBIES AND ACTIVITIES. WITH MORE THAN 500 LIFESTYLE SELECTIONS AVAILABLE, THIS LIST IS ESSENTIAL TO ANY TELEMARKETING OR DIRECT MAIL CAMPAIGN THAT SEEKS TO TARGET A SPECIFIC CUSTOMER PROFILE OR FIND BUYERS OF SIMILAR PRODUCTS AND SERVICES. THIS MASTERFILE CAN BE SEGMENTED BY NUMEROUS DIFFERENT SELECTIONS TO SUCCESSFULLY PINPOINT YOUR UNIQUE MARKET. THESE RESPONSIVE INDIVIDUALS ARE EXCEPTIONAL PROSPECTS FOR COUNTLESS TYPES OF OFFERS INCLUDING PUBLICATION SUBSCRIPTIONS, MAIL ORDER CATALOGS, INVESTMENT OR INSURANCE OPPORUNITIES, TRAVEL/VACATION OFFERS AND MANY OTHER PRODUCTS AND SERVICES THAT ENHANCE THEIR LIFESTYLES.

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	185,681,295	\$70.00
1 month hotline	4,582,604	+15.00
3 month hotline	14,384,672	+10.00
6 month hotline	23,176,851	+5.00

Net name arrangements (minimum 25,000),85%.

OTHER SELECTIONS

Selections	Rate	Per
1 Month Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Woodworking	\$15.00	M
Travel (Specific Types Available)	\$15.00	M
Theater	\$15.00	M
Sweepstakes	\$15.00	M
Tobacco User	\$15.00	M
Sewing/Knitting	\$15.00	M
Current Science Topics	\$15.00	M
Religious	\$15.00	M
RVs	\$15.00	M
Parenting	\$15.00	M
Cat Owners	\$15.00	M
Dog Owners	\$15.00	M
Photography	\$15.00	M
Reading (specifif Interests Available)	\$15.00	M
Spectator Sports: Baseball	\$15.00	M
Basketball	\$15.00	M
Football	\$15.00	M
Hockey	\$15.00	M
Racing	\$15.00	M
Soccer	\$15.00	M
Tennis	\$15.00	M
Participate In Sports:	\$15.00	M
Equestrian	\$15.00	M
Golf	\$15.00	M

Motorcycling	\$15.00	M
Skiing	\$15.00	M
Tennis	\$15.00	M
Arts	\$15.00	M
Automotive/Mechanical	\$15.00	M
Aviation	\$15.00	M
Beauty/Cosmetics	\$15.00	M
Boating	\$15.00	M
Self/Career Improvement	\$15.00	M
Celebrity Lifestyles	\$15.00	M
Christian Values	\$15.00	M
Collectibles(specific Types Available)	\$15.00	M
Community Involvement	\$15.00	M
Low Fat Cooking	\$15.00	M
Gourmet Cooking	\$15.00	M
General Cooking	\$15.00	M
Crafts	\$15.00	M
Culture & Society	\$15.00	M
Current Events/Politics	\$15.00	M
Dieting	\$15.00	M
Do It Yourself Projects	\$15.00	M
Online Education	\$15.00	M
Electronics/Technology	\$15.00	M
Environment	\$15.00	M
Exercise	\$15.00	M
Vegetarian	\$15.00	M
Wine	\$15.00	M
Natural/Organic Foods	\$15.00	M
Board Games/Puzzles	\$15.00	M
Computer/Video Games	\$15.00	M
Caino Gambling	\$15.00	M
Lottery	\$15.00	M
History/Military	\$15.00	M
Home Decor	\$15.00	M
Home Improvement	\$15.00	M
House Plants	\$15.00	M
Investments (specific Types Available)	\$15.00	M
Money-making Oportunities	\$15.00	M
Movies	\$15.00	M
Music	\$15.00	M
Nascar	\$15.00	M
Biking	\$15.00	M
Hiking	\$15.00	M
Fishing	\$15.00	M
Hunting	\$15.00	M
Scuba Diving	\$15.00	M
Water Sports	\$15.00	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
Age Of Children	\$15.00	M
Automotive Data	\$15.00	M
Dwelling Type	\$15.00	M

Education	\$15.00	M
Ethnicity	\$15.00	M
Gender Of Child	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Home Value	\$15.00	M
Hotline - 1 Month	\$15.00	M
Hotline - 3 Month	\$10.00	M
Hotline - 6 Month	\$5.00	M
Income Select	\$7.00	M
Length Of Residence	\$15.00	M
Mail Order Buyers	\$15.00	M
Marital Status	\$10.00	M
Medical Ailment	\$35.00	M
Net Worth	\$25.00	M
Number Of Children	\$15.00	M
Presence Of Children	\$10.00	M
SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Spoken Language	\$15.00	M

LIST SOURCE

Direct Response	Note Multi Source From purchasing Data And lifestyle Surveys
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers.

RESTRICTIONS

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing 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 885489 000