

Consumers Choice

MID: 885489-000

----- 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	185,681,995	\$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%running charges 10.00/m.

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

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

----- PERSONNEL -----

List Owner

Datamatrix Lists
 3530 Route 27, 2nd Floor
 Kendall Park, NJ 08824
 Phone: 732-940-1500
 Fax: 732-940-1501
 E-mail: sales@datamatrixlists.com

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Individuals who provided information about their favorite hobbies and activities by completing customer surveys or registration cards for various products.
 50% male, 50% female.

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

DATAMATRIX LISTS 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.

SRDS Classification

USA Consumer 552 General

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

Source	Note
Direct Response	Multi Source From Purchasing Data And Lifestyle Surveys

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

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

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

Available Media	Rate Per Unit	Note
Pressure Sensitive Labels	\$15.00 M	extra

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

Diskette	\$50.00	fee
CD-ROM	\$50.00	fee
E-mail	\$50.00	fee
FTP	\$50.00	fee

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

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

----- **UPDATE SCHEDULE** -----

Updated monthly.

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