

Elegant Dining and Wine By CRN

MID: 888412-000

----- 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
Total universe	5,803,487	\$70.00
Gourmet food enthusiast	2,705,618	+15.00
Healthy cooking/low-fat food	2,456,873	+15.00
Wine connoisseurs	2,416,738	+15.00
Dine at home regularly	329,147	+15.00
Cigar aficionados	11,349	+15.00

85% net names on orders of 25,000 or more records.

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

Selections	Rate	Per	Unit	Note
30 Day Hotline	\$15.00	M	extra	
60 Day Hotline	\$15.00	M	extra	
Key Coding	\$3.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Donor (type Available)	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Primary Interest	\$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 -----

Consumers who take pride in the food they eat and actively search for insight into the culinary world.
 50% male, 50% female.

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

WHETHER THEY ARE SAMPLING THE FINEST WINES OR SAVORING THE FRESHEST SEAFOOD, THESE FOOD ENTHUSIASTS TAKE PRIDE IN ENJOYING THE BEST CUISINE THE WORLD HAS TO OFFER AND WILL SPEND GENEROUS SUMS TO FEED THEIR APPETITE FOR NEW CULINARY EXPERIENCES. CRN'S DATABASE IS COMPOSED OF CULINARY-ORIENTATED AMERICANS WITH AN AVERAGE AGE OF 52 WHO EARN A MEDIAN INCOME OF 100,000 ANNUALLY AND HAVE INDICATED THEIR INTEREST IN EATING GOURMET FOOD, COOKING HEALTHY MEALS, DRINKING WINE OR SMOKING CIGARS. THIS FILE IS A VITAL RESOURCE FOR ANY CAMPAIGN DEALING WITH FOOD AND WINE PERIODICALS, WINE CLUBS, HIGH-END RESTAURANTS, COOKS BOOKS, CIGAR SHOPS OR PUBLICATIONS, RETAIL COOKWARE OUTLETS, APPAREL AND ENTERTAINMENT OFFERS, SUPERMARKET CHAINS OR OTHER PRODUCTS AND SERVICES THAT WILL KEEP THESE CONSUMERS AT THE FOREFRONT OF THE CULINARY WORLD.

SRDS Classification

USA Consumer 536 Epicurean & Specialty Foods

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

Source	Note
Compiled	Lifestyle Questionnaire

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

15% commission to agencies. 30% broker commission.

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

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

----- UPDATE SCHEDULE -----

Updated monthly.