

Elegant Dining and Wine By CRN

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.

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

LIST SOURCE

	Note
Compiled	Lifestyle Questionnaire

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% broker commission.

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

888412

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