

# Family Businesses

MID: 890601-000

----- SRDS UPDATED/CONFIRMED -----  
 Jun 2, 2011

----- PERSONNEL -----

----- SELECTIONS WITH COUNTS -----  
 Counts Thru: Jun 2011

**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](mailto:sales@datamatrixlists.com)

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Total universe	1,138,963	\$65.00
Female as primary owner	23,364	+15.00
1-9 employees	317,897	+10.00
10-49	330,852	+10.00
50-99	108,495	+10.00
100+	342,496	+10.00

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

85% net name on all orders of 25,000 or more.

----- SUMMARY DESCRIPTION -----  
 Family owned businesses.

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

Selections	Rate	Per	Unit	Note
SIC	\$5.00	M	extra	
Bus/Industry Type	\$5.00	M	extra	
Geo Select	\$5.00	M	extra	
Decision Maker Contact	\$25.00	M	extra	
Minority/Female Owned	\$15.00	M	extra	
# Employees	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
\$ Volume	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	

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

THIS DATAMATRIX LIST OF FAMILY OWNED BUSINESSES ARE A UNIQUE SET OF COMPANIES, SINCE THE OPERATION OF THE BUSINESS BECAME A VITAL PART OF THE FAMILY'S LIVELIHOOD AND IS OFTEN AT THE CENTER OF THEIR LIFESTYLES. THESE HARD WORKING FAMILIES REGULARLY PURCHASE AN ARRAY OF ITEMS TO EXPAND THEIR BUSINESS AND GENERATE MORE REVENUE. THEY ARE RECEPTIVE TO ANY OFFER THAT WILL ENRICH THEIR LIFESTYLE AND ENABLE THEM TO EXPAND THEIR COMPANY. FAMILY BUSINESSES RELY HEAVILY ON OUTSIDE RESOURCES TO FULFILL THEIR NEEDS FOR SERVICES LIKE PAYROLL, ADVERTISING/MARKETING, TECHNICAL SUPPORT AND ACCOUNTING. IN ADDITION, THESE BUSINESS OWNERS STRIVE TO KEEP THEMSELVES CURRENT BY SUBSCRIBING TO INDUSTRY PUBLICATIONS, ATTENDING TRADE SEMINARS, AND SEEKING OPPORTUNITIES FOR PROFESSIONAL DEVELOPMENT. EXCELLENT PROSPECTS FOR INVESTMENT AND INSURANCE OFFERS AS WELL.

**SRDS Classification**

USA Business 46 Business Firms (Manufacturing, Wholesale, Retail & Service)

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

Source	Note
Compiled	Government Records

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

----- RESTRICTIONS -----

Exchange is not allowed. Reuse is allowed. Telemarketing is allowed.

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

Updated monthly.