

Family Connections - Caregivers

DATACARD DESCRIPTION

CAREGIVERS HAVE LARGE PURCHASING POWER TO ENSURE THAT THEIR ELDERLY FAMILY MEMBERS ARE RECEIVING ADEQUATE CARE WITHIN THE COMFORT OF THEIR HOME. THIS POSITION MAKES THESE CONSUMERS EXTREMELY RECEPTIVE TO ANY OFFER THAT CAN ASSIST OR EASE THIS ONGOING PROCESS. SINCE THEIR TIME IS OFTEN CONSUMED WITH THEIR ROLE AS A CAREGIVER, MAIL ORDER AND HOME DELIVERY CAMPAIGNS ARE THE FIRST PLACES THEY LOOK TO MAKE PURCHASES. THIS GROWING MARKET TAKES THEIR RESPONSIBILITY SERIOUSLY AND DO EVERYTHING THEY CAN TO PROVIDE THE HIGHEST QUALITY CARE FOR THEIR LOVED ONES. SELECT BY AGE, INCOME OR NUMEROUS OTHER CRITERIA TO FIND THE PERFECT MARKET FOR YOUR PRODUCTS OR SERVICES. THIS LIST IS COMPRISED OF ELDERLY INDIVIDUALS WHO RESIDE WITH A YOUNGER FAMILY MEMBER. IN COMPILING THIS DATA, THE ASSUMPTION HAS BEEN MADE THAT THIS LIVING SITUATION CONSTITUTES A CAREGIVING RELATIONSHIP.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Universe	486,984	\$70.00
Income: Less than 30,000.00	79,986	+7.00
Income: 30,000.00-50,000.00	82,162	+7.00
Income: 50,000.00-75,000.00	106,788	+7.00
Income: 75,000.00-125,000.00	116,817	+7.00
Income: 125,000.00+	71,212	+7.00
Caregivers name	94,356	+7.00
Net name arrangement (minimum 25,000), 85%, plus 10.00 running charges		

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
County	\$5.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Presence Of Children	\$10.00	M
SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M
1 Month Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M

LIST SOURCE

Note
Direct Response

METHOD OF ADDRESSING

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

FTP \$50.00
Cartridge \$50.00

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

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

893049

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