

Family Connections - Caregivers

MID: 893049-000

----- 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	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	Unit	Note
Age	\$7.00	M	extra	
County	\$5.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$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	
Key Coding	\$3.00	M	extra	
1 Month Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	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 -----

Seniors under the care of family members.

----- 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.

SRDS Classification

USA Consumer 565 Mature Market

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

Source	Note
Direct Response	

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

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

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

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

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

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

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

Updated monthly.