

## Datamatrix 2017



### Healthy Decisions by CRN

Consumers who are actively interested in improving or maintaining their health and well being through eating right and exercising regularly. 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

#### ID NUMBERS

|                    |                   |
|--------------------|-------------------|
| <b>Manager ID</b>  | <b>213913</b>     |
| <b>NextMark ID</b> | <b>130982</b>     |
| <b>mIn ID</b>      | <b>886728-000</b> |
| <b>SRDS ID</b>     |                   |

#### MEDIA TYPE

Consumer



#### SOURCE

Lifestyle questionnaire, Multi Sourced, Compiled lists

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

|                |                   |
|----------------|-------------------|
| Market Entry   |                   |
| New to Manager |                   |
| Counts Through | <b>09/27/2017</b> |

#### DATA CARD MAINTENANCE

|                  |                   |
|------------------|-------------------|
| New To System    | <b>07/23/2007</b> |
| Last Update      | <b>09/27/2017</b> |
| Next Update      | <b>12/29/2017</b> |
| Update Frequency | <b>QUARTERLY</b>  |

#### SEGMENTS

|           |                                |             |
|-----------|--------------------------------|-------------|
| 9,181,968 | Total Universe / Universe Rate | \$70.00/M   |
| 3,103,695 | Walking/Exercising             | + \$15.00/M |
| 4,987,960 | Play Outdoor Sports            | + \$15.00/M |
| 3,096,484 | Weight Loss/Dieting            | + \$15.00/M |
| 2,807,118 | Organic/Whole Foods            | + \$15.00/M |
| 2,227,005 | Self Help Products             | + \$15.00/M |
| 396,365   | Healthy Cooking                | + \$15.00/M |
| 223,804   | Vitamins/Supplements           | + \$15.00/M |
| 60,291    | Yoga/Pilates                   | + \$15.00/M |
| 1,385,354 | Running/Jogging                | + \$15.00/M |
| 2,194,401 | Biking                         | + \$15.00/M |
|           | 1 Month Hotline                | + \$15.00/M |
|           | 3 Month Hotline                | + \$10.00/M |
|           | 6 Month Hotline                | + \$5.00/M  |

#### DESCRIPTION

Healthy Decisions by Consumer Response Network offers marketers the opportunity to connect with health conscious consumers from one of the most current listings on the market. These individuals provided information about their exercising and eating habits by completing customer surveys or purchasing various health products through the mail. This database is composed of active Americans who have indicated their interest in exercise and sports such as bicycling, running, golf, rollerblading, skateboarding, skiing, snowboarding, soccer, tennis, or other healthy alternatives such as weight loss, organic or healthy foods, self-improvement, vitamins and herbal supplements, low-fat cooking and caring for their bodies. Health conscious consumers understand the importance of maintaining a healthy lifestyle and spare no expense to attain their desired results. To narrow your search, each lifestyle select on this list can be screened as a favorite, meaning it is the primary interest for the selected individuals. This file is a vital resource for any campaign dealing with weight loss, vitamins and herbal supplements, dieting and exercise regimens, healthy cookbooks, sports or health orientated magazines, self-help publications, gym memberships or other products and services that contribute to a healthy way of life.

#### PROFILE

##### LIFESTYLE SELECT (15.00/M)

|                     |           |             |
|---------------------|-----------|-------------|
| Walking/Exercising  | 3,103,695 | <div></div> |
| Play Outdoor Sports | 4,987,960 | <div></div> |
| Weight Loss/Dieting | 3,096,484 | <div></div> |
| Organic/Whole Foods | 2,807,118 | <div></div> |

|                      |           |             |
|----------------------|-----------|-------------|
| Self Help Products   | 2,227,005 | <div></div> |
| Healthy Cooking      | 396,365   | <div></div> |
| Vitamins/Supplements | 223,804   | <div></div> |
| Yoga/Pilates         | 60,291    | <div></div> |
| Running/Jogging      | 1,385,354 | <div></div> |
| Biking               | 2,194,401 | <div></div> |

#### SELECTS

|                        |           |
|------------------------|-----------|
| AGE                    | \$7.00/M  |
| AGE OF CHILDREN        | \$15.00/M |
| CREDIT CARD HOLDERS    | \$15.00/M |
| DONOR (type available) | \$15.00/M |
| ETHNICITY              | \$15.00/M |
| GENDER/SEX             | \$10.00/M |
| GEO SELECT             | \$5.00/M  |
| HOME OWNER             | \$15.00/M |
| INCOME SELECT          | \$7.00/M  |
| LIFESTYLE SELECT       | \$15.00/M |
| MARITAL STATUS         | \$10.00/M |
| NET WORTH              | \$25.00/M |
| PRESENCE OF CHILDREN   | \$10.00/M |
| PRIMARY INTEREST       | \$15.00/M |
| SPOKEN LANGUAGE        | \$15.00/M |

#### MANAGER

##### Datamatrix Lists

<http://www.datamatrixlists.com>

#### GENDER

|        |     |
|--------|-----|
| Male   | 50% |
| Female | 50% |

#### AVERAGE INCOME

|       |               |
|-------|---------------|
| Value | not available |
|-------|---------------|

#### MINIMUM ORDER

|                  |          |
|------------------|----------|
| Minimum Quantity | 3,000    |
| Minimum Price    | \$250.00 |

#### COMMISSIONS

|        |     |
|--------|-----|
| Broker | 30% |
| Agency | 15% |

#### NET NAME ARRANGEMENTS

##### Net Name is allowed

|                  |           |
|------------------|-----------|
| Floor            | 85%       |
| Minimum Quantity | 25,000    |
| Run Charges      | \$10.00/M |

#### EXCHANGES

##### Exchange is not allowed

#### REUSE

##### Reuse is allowed

|                  |   |
|------------------|---|
| Minimum Quantity | 0 |
| Run Charge       |   |

#### CANCELLATION

Charges

#### KEY CODING

##### Key Coding is available

|         |          |
|---------|----------|
| Charges | \$3.00/M |
|---------|----------|

#### ADDRESSING

|       |           |
|-------|-----------|
| EMAIL | \$50.00/F |
| FTP   | \$75.00/F |

#### SPECIAL INSTRUCTIONS

#### CONTACTS

| Contact Name                      | Role             | Email                     | Phone          | Fax |
|-----------------------------------|------------------|---------------------------|----------------|-----|
| ★ Joe Borelli<br>Datamatrix Lists | Dir of List Mgmt | sales@datamatrixlists.com | (732) 940-1500 |     |

★ = Primary contact