

Datamatrix 2017



Hispanic Connection Database

Comprehensive Listing of Hispanics Living in America. Available by multiple demographic variables. 30% BROKER COMMISSION!



SEGMENTS

12,393,984	Total Universe / Universe Rate	\$70.00/M
	Mail Order Buyers	+ \$15.00/M
2,231,105	Affluent	+ \$10.00/M
54,908	Brazil	+ \$15.00/M
66,249	Colombia	+ \$15.00/M
4,610	Costa Rica	+ \$15.00/M
658,288	Cuba	+ \$15.00/M
18,899	Dominican Republic	+ \$15.00/M
19,121	Ecuador	+ \$15.00/M
15,740	El Salvador	+ \$15.00/M
14,232	Guatemala	+ \$15.00/M
11,866	Honduras	+ \$15.00/M
9,263,802	Mexico	+ \$15.00/M
7,928	Peru	+ \$15.00/M
1,995,653	Puerto Rico	+ \$15.00/M
37,383	Spain	+ \$15.00/M
	Other - Please inquire	+ \$15.00/M

ID NUMBERS

Manager ID	225361
NextMark ID	347562
mIn ID	891458-000
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

Compiled lists, Multi-Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **09/27/2017**

DATA CARD MAINTENANCE

New To System **01/23/2008**
Last Update **09/27/2017**
Next Update **12/29/2017**
Update Frequency **QUARTERLY**

DESCRIPTION

'Hispanic Connection' delivers marketers access to the fastest growing demographic group in America. As the United States becomes more diverse, this segment retains immense pride in their cultural heritage and maintains a strong sense of community. Hispanic-Americans are known for dedicated brand loyalty and are inclined to purchase brands and products that cater to their demographic. By choosing country of origin, spoken language, lifestyle/interests or other selections, you can further identify your target market. An excellent resource for a variety of offers including credit cards, insurance, mail order catalogs, travel, automotive, financial services, and, of course, any campaign dealing with ethnically-oriented products or services.

SELECTS

AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
CREDIT CARD	\$15.00/M
DONOR	\$15.00/M
Education	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
HOUSE VALUE	\$15.00/M
INCOME SELECT	\$7.00/M
INVESTORS	\$15.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NET WORTH	\$25.00/M
OCCUPATION	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M
Spanish Speaking	\$15.00/M

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

MANAGER**Datamatrix Lists**<http://www.datamatrixlists.com>**GENDER**

Male

Female

REUSE**Reuse is allowed**

Minimum Quantity

0

Run Charge

50%**50%****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

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