

Join the Club - Club Members by Interest

Join the Club selects only the top tier consumers most likely to be current club members. Selectable by club type, age, income, occupation, home value and many other demographics. Datamatrix Lists offers 30% BROKER COMMISSION!



SEGMENTS

5,982,068	Total Universe / Universe Rate	\$70.00/M
2,797,078	Athletic Club Members	+ \$10.00/M
3,289,587	Airline Club Members	+ \$10.00/M
1,952,757	Beach or Pool Club Members	+ \$10.00/M
592,255	Boat & Yacht Club Members	+ \$10.00/M
1,588,813	Country or Golf Club Members	+ \$10.00/M
1,492,674	Metropolitan or City Club Members	+ \$10.00/M
2,741,948	Tennis or Racquet Club Members	+ \$10.00/M
1,145,014	University Club Members	+ \$10.00/M
533,123	Private Club Members	+ \$10.00/M
3,708,882	Last 6 Month Hotline	+ \$10.00/M
14,356,963	Last 3 Month Hotline	+ \$5.00/M

ID NUMBERS

Manager ID	
NextMark ID	499393
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Compiled lists, Multi Sourced, Lifestyle questionnaire, Membership

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/08/2018
New to Manager	01/04/2018
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	01/04/2018
"New to System" Announcement	
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

Join the Club selects only the top tier consumers most likely to be current club members. Consumers who pay for club memberships have been shown to be lavish spenders for things of interest.

These members do not sit idle, they are doers and are typically ready to buy when offers are presented.

Use the many selections this file offers to target the perfect prospects for credit and loyalty offers, clothing, travel, merchandise, investments and anything related to their club affiliation and interest.

Selectable by club type, age, income, occupation, home value and many other demographics.

Propensities as a marketing tool are an excellent way to reach otherwise unreachable targeted prospects. We use only the single highest predictability level which provides the most likely prospect in each club category. Propensities use a comprehensive algorithm of integrated scores calculated to identify behavior, interests and buying patterns.

69% Married
 65% College Graduates
 55% Male
 45% Female
 Average Age: 52
 Average Household Income: \$150,000
 Average Home Value: \$550,000

Visit our website at www.datamatrixlists.com.

SELECTS

DWELLING TYPE	\$5.00/M
INCOME SELECT	\$7.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
ETHNICITY	\$20.00/M
GENDER/SEX	\$5.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$10.00/M
HOME VALUE	\$15.00/M
DONOR (type available)	\$15.00/M
MARITAL STATUS	\$10.00/M
OCCUPATION	\$10.00/M
POLITICAL PARTY	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
INTERESTS (Inquire)	\$12.00/M
HIGH INCOME (\$150K-\$1MM+)	\$12.00/M
PRODUCT BUYERS (Inquire)	\$12.00/M

MANAGER**Datamatrix Lists**

<http://www.datamatrixlists.com>

GENDER

Male	55%
Female	45%

AVERAGE INCOME

Value	\$150,000.00
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MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$0.00

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

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

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact