

Datamatrix 2017



Let It Snow - Winter Sports Enthusiasts

A comprehensive list of winter sports participants. 30% BROKER COMMISSION!



A division of Borelli Direct Marketing Inc.

SEGMENTS

3,246,456	Total Universe / Universe Rate	\$70.00/M
56,153	30 Day Hotline	+ \$15.00/M
125,111	3 Month Hotline	+ \$10.00/M
242,307	6 Month Hotline	+ \$5.00/M

ID NUMBERS

Manager ID	221540
NextMark ID	347566
mIn ID	889085-000
SRDS ID	889085-000

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System	11/29/2007
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

This list of active adults, with median income of \$75,000+, provides an excellent resource for marketers. As most of us dread the oncoming cold temperatures and inclement weather, these consumers can't wait for the first snow to fall. The winter months are their time to enjoy the outdoors and partake in their favorite pastimes. Spending their weekends and vacation time on the slopes, they are willing to spend whatever it takes to make these times even more enjoyable since they only have a few short months to take advantage of. As well, with high median income, these consumers have enough discretionary funds to spend generously the whole year round. Even when they're not skiing, snowboarding, snowmobiling, or sledding, they are travelling and looking for new ways to stay active. Sourced from surveys, questionnaires and product registrations, this database is a perfect resource for travel offers, sports utility vehicles, winter sports equipment, cold weather apparel, ski slope passes and anything else that can help these consumers better utilize the winter months as well as keep them active year-round.

SELECTS

3 MONTH HOTLINE	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
Education	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
MONTHLY HOTLINE	\$15.00/M
OCCUPATION	\$15.00/M

AVERAGE INCOME

Value	\$75,000.00
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MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed

PRESENCE OF CHILDREN **\$10.00/M** Floor **85%**
Minimum Quantity **25,000**
Run Charges

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

EXCHANGES
Exchange is not allowed

GENDER
Male **60%**
Female **40%**

REUSE
Reuse is allowed **0**
Minimum Quantity
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
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★ = Primary contact