

Let It Snow - Winter Sports Enthusiasts

MID: 889085-000

----- 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	3,246,456	\$70.00
30 day hotline	56,153	+15.00
3 month hotline	125,111	+10.00
6 month hotline	242,307	+5.00

Net name arrangement (minimum 25,000), 85%.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Education	\$15.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$7.00	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	
Marital Status	\$10.00	M	extra	
Monthly Hotline	\$15.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	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 -----

Winter sports participants.
 60% male, 40% female.

----- DATACARD 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. AVERAGE INCOME: \$75,000.00.

SRDS Classification

USA Consumer 602 Sports

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

Source	Note
Compiled	Lifestyle Questionnaire

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

15% commission to agencies. 30% commission to brokers.

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

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

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

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

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

Updated monthly.