

Let It Snow - Winter Sports Enthusiasts

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.

60% male, 40% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Education	\$15.00	M
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$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
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Lifestyle Questionnaire
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METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Diskette	\$50.00	

E-mail	\$50.00
Cartridge	\$50.00
CD ROM	\$50.00
FTP	\$50.00

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name

732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax

sales@datamatrixlists.com Key Contact Email

MID 889085 000