Datamatrix 2017

BORELLI DIRECT MARKETING, INC.

Let It Snow - Winter Sports Enthusiasts

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

Datamatrix Lists
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	
NextMark ID	**221540**
mIn ID	**347566**
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	**09/27/2017**

DATA CARD MAINTENANCE

New To System	**11/29/2007**
Last Update	**09/27/2017**
Next Update	**12/29/2017**
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**

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**

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

GENDER

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

Floor	**85%**
Minimum Quantity	**25,000**
Run Charges	

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

EMAIL	**$50.00/F**
FTP	**$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact