

Luxurious Auto

DATACARD DESCRIPTION

WHETHER THEY ARE JUST DRIVING AROUND TOWN OR CRUISING DOWN THE HIGHWAY, THESE LUXURY CAR OWNERS GRAB THE ATTENTION OF EVERYONE WHO CROSSES THEIR PATH. WITH AN AVERAGE AGE OF 42 THESE HIGH EARNING CONSUMERS HAVE THE DISCRETIONARY INCOME TO PURCHASE A VARIETY OF LUXURY ITEMS FOR THEMSELVES AND THEIR FAMILIES. THEY CURRENTLY OWN FERRARIS, LAMBORGHINIS, ASTON MARTINS, BENTLEYS, ROLLS ROYCES AND OTHER HIGH-END AUTOMOBILES. THE INFORMATION ON THIS FILE WAS COMPILED FROM PROPRIETARY DATA SOURCES. THIS DATABASE IS ESSENTIAL FOR ANY DIRECT MAIL CAMPAIGN DEALING WITH LUXURY CAR DEALERS OR REPAIR FACILITIES, GOLF OR COUNTY CLUB MEMBERSHIPS, HIGH-END JEWELRY DEALERS, FINANCIAL PLANNERS, INVESTMENT AND INSURANCE BROKERS, CREDIT CARD COMPANIES, TRAVEL AGENTS AND MANY OTHER PRODUCTS OR SERVICES CATERING TO THE SENSIBILITIES OF AN UPPER-CLASS LIFESTYLE.

70% male, 30% female; average age 42.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

	UPDATED	Jul 27, 2010
	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Total universe	3,909,920	\$70.00
30 Day Hotline	72,949	+15.00
60 Day Hotline	108,437	+15.00
3 Month Hotline	159,820	+10.00
6 Month Hotline	278,137	+5.00
Cadillac	855,202	+15.00
Lexus	648,482	+15.00
BMW	999,459	+15.00
Acura	515,816	+15.00
Mercedes	326,320	+15.00
Jaguar	65,464	+15.00
Lincoln	601,184	+15.00
Porsche	45,653	+15.00
Net name arrangement(minimum 25,000), 85%		

OTHER SELECTIONS

Selections	Rate	Per
Net Worth	\$25.00	M
Age	\$7.00	M
Car Value	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Length Of Residence	\$15.00	M
Lifestyle Select	\$15.00	M
Make	\$15.00	M
Marital Status	\$10.00	M
Model Year	\$15.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M
30 Day Hotline	\$15.00	M
60 Day Hotline	\$15.00	M

3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	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 888382 000