

Luxurious Auto

MID: 888382-000

----- 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
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	Unit	Note
Net Worth	\$25.00	M	extra	
Age	\$7.00	M	extra	
Car Value	\$15.00	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	
Length Of Residence	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Make	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Model Year	\$15.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
60 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	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 -----

Affluent consumers who own some of the fastest and most expensive vehicles on the market.
 70% male, 30% female; average age 42.

----- 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.

SRDS Classification

USA Consumer 508 Automotive

----- 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
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.