

Milestones

MID: 893015-000

----- 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	11,258,964	\$70.00
Empty nesters	2,475,760	+15.00
Expectant parents	201,696	+15.00
Child approaching high school graduation	4,043,506	+15.00
Intend to purchase vehicle	1,988,882	+15.00
New parent (selectable by recency)	3,495,146	+15.00
Newlyweds	139,114	+15.00
Recently divorced	56,083	+15.00
Recent Home buyers	535,526	+15.00
Recent mortgage borrower	879,534	+15.00
Teen driver in household (selectable by gender and area)	1,323,438	+15.00
Net name arrangement (minimum 25,000), 85% plus running charges.		10.00/M

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

Selections	Rate	Per	Unit	Note
Ethnicity	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Homeowner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Number Of Children	\$15.00	M	extra	
Respondent Age	\$7.00	M	extra	
Spoken Language	\$15.00	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 -----

Consumers who are undergoing a major transitional period in their lives.
 50% male, 50% female.

----- DATACARD DESCRIPTION -----

'MILESTONES' IS COMPRISED OF CONSUMERS WHO ARE UNDERGOING A MAJOR TRANSITIONAL PERIOD IN THEIR LIVES. THESE ENORMOUS CHANGES ARE OFTEN ACCOMPANIED BY A LARGE INFLUX IN SPENDING AND THE IMPORTANCE OF EACH EVENT OFTEN OUTWEIGHS ANY CONCERN OVER PRICE. EMPTY NESTERS NOW HAVE THE TIME AND FREEDOM TO TRAVEL, PARTAKE IN NEW HOBBIES OR FIX UP THE HOUSE. EXPECTANT PARENTS AND NEW PARENTS HAVE EVERYTHING FROM BABY CLOTHES TO TOYS TO FURNITURE TO FOOD TO PURCHASE FOR THE NEW ADDITION. NEWLYWEDS ARE BEGINNING TO LOOK AT HOUSES OR APARTMENTS AND OTHER LARGE JOINT PURCHASES. HOUSEHOLDS WITH CHILDREN APPROACHING HIGH SCHOOL GRADUATION ARE SECURING LOANS FOR THEIR EDUCATION AND PREPARING TO OUTFIT THE GRADUATE WITH SUPPLIES FOR COLLEGE. NEWLYWEDS, EXPECTANT PARENTS AND NEW PARENTS ARE PERFECT TARGETS FOR INSURANCE OFFERS TO PROTECT THEIR LOVED ONES. NEW CAR BUYERS ALSO NEED INSURANCE AND ARE IDEAL PROPECTS FOR ANY VEHICLE RELATED SERVICES.

SRDS Classification

USA Consumer 552 General

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

Source	Note
Direct Response	

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

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

----- 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** -----

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

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

Updated monthly.