

## Milestones

### 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.

50% male, 50% female.

### SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

**UPDATED** Jul 27, 2010  
**DATE VERIFIED** Jul 27, 2010

<b>Selections</b>	<b>Counts</b>	<b>Price per/M</b>
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	\$70.00
Recent mortgage borrower	879,534	+1,515.00
Teen driver in household (selectable by gender and area)	1,323,438	+15.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.		

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
Ethnicity	\$15.00	M
Gender Of Child	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Homeowner	\$15.00	M
Home Value	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Number Of Children	\$15.00	M
Respondent Age	\$7.00	M
Spoken Language	\$15.00	M
Key Coding	\$3.00	M

### LIST SOURCE

**Note**

Direct Response

### METHOD OF ADDRESSING

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
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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; 10% commission to managers.

**RESTRICTIONS**

Telemarketing is not allowed. Net name is allowed. Exchange is not allowed. Reuse 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID** 893015 000