

## Datamatrix 2017



### Minority Wealth Network

High Earning Minorities, uniquely sourced. 30% BROKER COMMISSION! Low 3,000 minimum.



#### SEGMENTS

4,176,918	Total Universe / Universe Rate	\$80.00/M
	30 Day Hotline	+ \$15.00/M
	90 Day Hotline	+ \$15.00/M
1,730,245	Hispanic	+ \$15.00/M
1,105,183	Asian	+ \$15.00/M
581,204	Middle Eastern	+ \$15.00/M
656,510	African American	+ \$15.00/M
106,118	Polynesian	+ \$15.00/M
1,536,532	Mail Order Buyer	+ \$15.00/M
353,681	Art Collectors	+ \$15.00/M
238,659	Investors	+ \$15.00/M
154,373	Boat Owners	+ \$15.00/M
152,798	Wine Connoisseurs	+ \$15.00/M
197,037	Charitable Donors	+ \$15.00/M
508,117	Domestic Travelers	+ \$15.00/M
437,315	Foreign Travelers	+ \$15.00/M
1,505,614	Professionals	+ \$15.00/M
558,074	Spanish Speaking Households	+ \$15.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>212583</b>
<b>NextMark ID</b>	<b>130968</b>
<b>mIn ID</b>	<b>884799-000</b>
<b>SRDS ID</b>	

#### MEDIA TYPE

**Consumer**  

#### SOURCE

Compiled lists

#### GEOGRAPHY

USA

#### OPT-IN

#### MAINTENANCE

Market Entry  
New to Manager  
Counts Through **01/01/2018**

#### DATA CARD MAINTENANCE






New To System **07/05/2007**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

#### DESCRIPTION

MINORITY WEALTH NETWORK CONNECTS SOME OF THE MOST FINANCIALLY SUCCESSFUL MINORITIES. THIS DATABASE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF WEALTHY MINORITIES ACROSS AMERICA. UNIQUELY SOURCED, THIS LIST IS COMPILED FROM REAL ESTATE HOLDINGS, TAX ASSESSOR FILINGS, CREDIT INFORMATION AND OTHER PROPRIETY SOURCES. MINORITY WEALTH NETWORK IS COMPOSED OF MORE THAN 60% ELITE PROFESSIONALS WHO ARE STILL IN THE WORKFORCE EARNING SIX-FIGURE INCOMES. THESE WEALTHY MINORITIES SEEK THE FINER THINGS IN LIFE AND HAVE THE DISCRETIONARY INCOME TO ATTAIN THEM. WEALTHY MINORITY CONSUMERS ARE EXCEPTIONAL PROSPECTS FOR BUSINESS PERIODICALS, FINANCIAL OPPORTUNITIES, TRAVEL OFFERS, FUNDRAISING, AND LUXURY ITEMS INCLUDING SPORTS CARS, YACHTS, AND EVEN AIRPLANES.

#### PROFILE

##### ETHNICITY (\$15.00/M)

<i>Hispanic</i>	1,730,245	
<i>Asian</i>	1,105,183	
<i>Middle Eastern</i>	581,204	
<i>African American</i>	656,510	
<i>Polynesian</i>	106,118	

##### LIFESTYLE SELECT (\$15.00/M)

Mail Order Buyer	1,536,532	
Art Collectors	353,681	
Investors	238,659	
Boat Owners	154,373	
Wine Connoisseurs	152,798	
Charitable Donors	197,037	
Domestic Travel	508,117	
Foreign Travelers	437,315	
Professionals	1,505,614	
Spanish Speaking Households	558,074	

**Media**

Real Estate Holdings  
 Tax Assessor Filings  
 Credit Information and Other Propriety Sources

**SELECTS**

\$200K+	<b>\$15.00/M</b>
\$250K+	<b>\$15.00/M</b>
\$400K+	<b>\$15.00/M</b>
\$500K+	<b>\$20.00/M</b>
1 MONTH HOTLINE	<b>\$15.00/M</b>
3 MONTH HOTLINE	<b>\$10.00/M</b>
6 MONTH HOTLINE	<b>\$5.00/M</b>
AGE	<b>\$7.00/M</b>
AGE OF CHILDREN	<b>\$15.00/M</b>
CREDIT CARD HOLDERS	<b>\$15.00/M</b>
DONOR (type available)	<b>\$15.00/M</b>
ETHNICITY	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOUSE VALUE	<b>\$15.00/M</b>
INCOME SELECT	<b>\$10.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
NET WORTH	<b>\$25.00/M</b>
OCCUPATION	<b>\$15.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>
SPOKEN LANGUAGE	<b>\$15.00/M</b>
Media	

**MANAGER**

**Datamatrix Lists**  
<http://www.datamatrixlists.com>

**GENDER**

Male	<b>60%</b>
Female	<b>40%</b>

**AVERAGE INCOME**

Value **not available**

**MINIMUM ORDER**

Minimum Quantity **3,000**  
 Minimum Price **\$250.00**

**COMMISSIONS**

Broker **30%**  
 Agency **15%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**  
 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