

## Minority Wealth Network

### DATACARD 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.

60% male, 40% 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>
Total universe	4,176,818	\$80.00
Hispanic	1,730,245	+15.00
Asian	1,105,183	+15.00
Middle Eastern	581,204	+15.00
African American	656,510	+15.00
Polynesian	106,118	+15.00
Mail order buyer	1,536,532	+15.00
Art collectors	353,681	+15.00
Investors	238,659	+15.00
Boat owners	154,373	+15.00
Wine connoisseurs	152,798	+15.00
Charitable donors	197,037	+15.00
Domestic travelers	508,117	+15.00
Foreign travelers	437,318	+15.00
Professionals	1,505,614	+15.00
Spanish speaking households	558,074	+15.00
Net name arrangement (minimum 25,000), plus 85%.		

### OTHER SELECTIONS

<b>Selections</b>	<b>Rate</b>	<b>Per</b>
1 Month Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card Holders	\$15.00	M
Donor (type Available)	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
House Value	\$15.00	M
Income Select	\$7.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Occupation	\$15.00	M

Presence Of Children	\$10.00	M
Spoken Language	\$15.00	M
Key Coding	\$2.00	M

**LIST SOURCE**

Compiled	<b>Note</b> Lists
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**METHOD OF ADDRESSING**

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Pressure Sensitive Labels	\$15.00	M
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% commissions to brokers and 10% commissions to managers.

**RESTRICTIONS**

Telemarketing is allowed. Reuse is allowed. Exchange is not allowed. Net name 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** 884799 000