

# Minority Wealth Network

MID: 884799-000

----- 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                                   | 4,176,918 | \$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 -----

| Selections             | Rate    | Per | Unit  | Note |
|------------------------|---------|-----|-------|------|
| 200,000.00+            | \$15.00 | M   | extra |      |
| 250,000.00+            | \$15.00 | M   | extra |      |
| 400,000.00+            | \$15.00 | M   | extra |      |
| 500,000.00+            | \$20.00 | M   | extra |      |
| 1 Month Hotline        | \$15.00 | M   | extra |      |
| 3 Month Hotline        | \$10.00 | M   | extra |      |
| 6 Month Hotline        | \$5.00  | M   | extra |      |
| Age                    | \$7.00  | M   | extra |      |
| Age Of Children        | \$15.00 | M   | extra |      |
| Credit Card Holders    | \$15.00 | M   | extra |      |
| Donor (type Available) | \$15.00 | M   | extra |      |
| Ethnicity              | \$15.00 | M   | extra |      |
| Gender                 | \$10.00 | M   | extra |      |
| Geo Select             | \$5.00  | M   | extra |      |
| House Value            | \$15.00 | M   | extra |      |
| Income Select          | \$10.00 | M   | extra |      |
| Lifestyle Select       | \$15.00 | M   | extra |      |
| Marital Status         | \$10.00 | M   | extra |      |
| Net Worth              | \$25.00 | M   | extra |      |
| Occupation             | \$15.00 | M   | extra |      |
| Presence Of Children   | \$10.00 | 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](mailto:sales@datamatrixlists.com)

| Contact      | Title | Phone        | Fax          | E-mail   |
|--------------|-------|--------------|--------------|--|
| List Manager |       | 732-940-1500 | 732-940-1501 | <a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a> |

----- SUMMARY DESCRIPTION -----

Minorities who earn at least \$100,000 per year.  
 60% male, 40% female.

----- 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.

**SRDS Classification**

USA Consumer 538 Ethnic

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

| Source   | Note  |
|----------|-------|
| Compiled | Lists |

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

15% commission to agencies. 30% commissions to brokers and 10% commissions to managers.

----- METHOD OF ADDRESSING -----

| Available Media           | Rate    | Per | Unit  | Note |
|---------------------------|---------|-----|-------|------|
| Pressure Sensitive Labels | \$15.00 | M   | extra |      |
| E-mail                    | \$50.00 |     | fee   |      |
| Cartridge                 | \$50.00 |     | fee   |      |
| CD-ROM                    | \$50.00 |     | fee   |      |
| FTP                       | \$50.00 |     | fee   |      |

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated monthly.