

Music World - Mail Order Buyers

DATACARD DESCRIPTION

MUSIC WORLD HAS ASSEMBLED A COMMUNITY OF 100% MAIL ORDER BUYERS WITH AN INTEREST IN MUSIC OF VARIOUS GENRES. WITH A MEDIAN AGE OF 48 AND MEDIAN INCOME OF \$52,000, THESE AVID LISTENERS ARE PRIME FOR VARIOUS MAIL ORDER OFFERS. THIS LIST IS HIGHLY RECOMMENDED FOR ALL CONSUMER MAIL ORDER CAMPAIGNS AS WELL AS TRAVEL OR FINANCIAL OFFERS. IT IS RECOMMENDED TO HAVE YOUR MAIL PIECE PRE-APPROVED.

60% male, 40% female.

SELECTIONS WITH COUNTS

| | | |
|--|----------------------|--------------------|
| Minimum order 250.00 or 3,000 | UPDATED | Jul 27, 2010 |
| Counts Thru: Jul 2010 | DATE VERIFIED | Jul 27, 2010 |
| Selections | Counts | Price per/M |
| Universe | 1,964,235 | \$70.00 |
| Gospel | 199,621 | +12.00 |
| Contemporary Christian | 140,865 | +12.00 |
| Country | 471,563 | +12.00 |
| Jazz | 164,251 | +12.00 |
| Hip Hop/Rap | 55,217 | +12.00 |
| R & B | 190,342 | +12.00 |
| Easy Listening | 421,584 | +12.00 |
| Rock | 344,185 | +12.00 |
| Classical | 244,149 | +12.00 |
| Net name arrangement (minimum 50,000), 85% plus 10.00/M running charges. | | |

OTHER SELECTIONS

| Selections | Rate | Per |
|--------------------|---------|-----|
| 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 |
| County | \$5.00 | M |
| Date Of Birth | \$15.00 | M |
| Dwelling Type | \$15.00 | M |
| Ethnicity | \$15.00 | M |
| Gender Of Child | \$15.00 | M |
| Gender | \$10.00 | M |
| Income Select | \$7.00 | M |
| Lifestyle Select | \$25.00 | M |
| Marital Status | \$10.00 | M |
| Occupation | \$15.00 | M |
| SCF | \$5.00 | M |
| State | \$5.00 | M |
| Zip | \$5.00 | M |
| Key Coding | \$3.00 | M |
| Carrier Route Code | \$5.00 | M |

LIST SOURCE

| | |
|----------|--|
| Compiled | Note Lifestyle Questionnaire |
|----------|--|

METHOD OF ADDRESSING

| Available Media | Rate | Per |
|-----------------|------|-----|
|-----------------|------|-----|

| | | |
|---------------------------|---------|---|
| Pressure Sensitive Labels | \$15.00 | M |
| Diskette | \$50.00 | |
| E-mail | \$50.00 | |
| CD ROM | \$50.00 | |

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers.

RESTRICTIONS

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 Key Contact Email

MID 893232 000