

Music World - Mail Order Buyers

MID: 893232-000

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

Contact Title Phone Fax E-mail

List Manager	732-	732-	sales@datamatrixlists.com
	940-	940-	
	1500	1501	

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

Mail order buyers of music by genre preference.
 60% male, 40% female.

----- 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.

SRDS Classification

USA Consumer 578 Music and Record Buyers

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

Source	Note
Compiled	Lifestyle Questionnaire

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

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

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

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

----- RESTRICTIONS -----

Net Name is allowed. Exchange is not allowed. Reuse is allowed.

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

Updated monthly.