

Datamatrix 2017



Occupation Vocation

An expansive database at Home Address with over 350 occupation and job title selections. Also overlaid with demographic data such as age, income, home value, interests and many more. 30% list broker commission. 85% Net name for all orders over 25,000.



ID NUMBERS

Manager ID	278761
NextMark ID	347570
mIn ID	921141-000
SRDS ID	921141-000

MEDIA TYPE

Business and Consumer



SOURCE

Compiled lists, Masterfile enhanced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/28/2009
New to Manager	12/28/2009
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	12/18/2009
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

SEGMENTS

90,000,000	Total Universe / Universe Rate	\$60.00/M
395,963	Accountant	+ \$12.00/M
16,800	Air Traffic Controller	+ \$12.00/M
61,253	Architect	+ \$12.00/M
150,687	Armed Forces (all branches)	+ \$12.00/M
72,944	Barber/Beautician	+ \$12.00/M
11,100	Bartender	+ \$12.00/M
1,221,436	Cosmotologist	+ \$12.00/M
95,541	Dental Hygienist	+ \$12.00/M
90,250	Dentist	+ \$12.00/M
30,000	Dietician	+ \$12.00/M
385,674	Doctor	+ \$12.00/M
101,288	Electrician	+ \$12.00/M
400,999	Engineer (by Specialty)	+ \$12.00/M
710,532	Farmer	+ \$12.00/M
10,200	Geologist	+ \$12.00/M
25,636	Housekeeper/Maid Services	+ \$12.00/M
888,547	Insurance Agent/Broker	+ \$12.00/M
2,965,325	Laborer	+ \$12.00/M
65,300	Maintenance	+ \$12.00/M
250,147	Mechanic	+ \$12.00/M
2,552,140	Nurse/RN/LPN	+ \$12.00/M
625,922	Orderly/Nursing Aide	+ \$12.00/M
30,359	Paramedic	+ \$12.00/M
320,900	Physical Therapist	+ \$12.00/M
320,000	Pilot	+ \$12.00/M
63,711	Plumber	+ \$12.00/M
14,009	Postal Worker	+ \$12.00/M
55,101	Psychologist	+ \$12.00/M
1,012,985	Realtor	+ \$12.00/M
1,989,257	Sales	+ \$12.00/M
29,541	Scientist	+ \$12.00/M
176,663	Secretary	+ \$12.00/M
55,633	Stock Broker	+ \$12.00/M
270,444	Teacher	+ \$12.00/M
65,610	Technician-Lab/X-Ray	+ \$12.00/M
80,000	Truck Driver	+ \$12.00/M

32,585	Veterinarian	+ \$12.00/M
53,800	Waiter/Waitress	+ \$12.00/M
34,500	Welder	+ \$12.00/M
327,586	Business Owner	+ \$12.00/M
135,900	Business President	+ \$12.00/M
3,965,477	Business Manager Level	+ \$12.00/M
1,265,953	Self Employed	+ \$12.00/M

DESCRIPTION

A key indicator of a person's buying power, recreational interest or personal status is often their occupation or job title. Occupation Vocation allows mailers to connect with their target market using over 350 of these key markers...and 100% at home address, where most of the purchasing is done. Whether you need to contact a Waitress, Doctor or CEO, this file includes them all. To further enhance and segment the hundreds of occupations and job titles, this database has been overlaid with demographics such as; Age, Income, Net worth, Home value, Interests, Voter party, Gender, Ethnic, Religion, Mail order buyers, and many more. This is the perfect vehicle for most consumer and business related products and services.

SELECTS

Age	\$7.00/M
Ailment Type	\$100.00/M
Childs Age	\$12.00/M
County	\$5.00/M
Credit Card Holders	\$7.00/M
Date of Birth	\$15.00/M
Donor	\$10.00/M
Dwelling Size/Type	\$5.00/M
Education Level	\$7.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$5.00/M
Home Owner	\$10.00/M
Home Value	\$10.00/M
Household Income	
Length of Residence	\$5.00/M
Lifestyle	\$25.00/M
Mail Order Buyers	\$7.00/M
Marital Status	\$5.00/M
Net Worth	\$15.00/M
Occupation	\$12.00/M
Presence of Child	\$10.00/M
SCF	\$5.00/M
State	\$5.00/M
Zip	\$5.00/M
Interests	
Voter party	
Religion	

MANAGER

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

GENDER

Male	60%
Female	40%

AVERAGE INCOME

Value	\$38,000.00
-------	--------------------

MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

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

CARRIER ROUTE	NO CHARGE
EMAIL	\$50.00/F
FTP	\$75.00/F
HOME ADDRESS	NO CHARGE
NTH NAME	NO CHARGE
ZIP + 4	NO CHARGE

SPECIAL INSTRUCTIONS

85% Net name on all orders over 25,000 records!

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact