

Datamatrix 2017



Pampered Pets - Affluent Pet Owners

Comprehensive listing of wealthy pet-owners. 30% BROKER COMMISSION!



SEGMENTS

6,835,924	Total Universe / Universe Rate	\$70.00/M
98,015	30 Day Hotline	+ \$15.00/M
349,012	3 Month Hotline	+ \$10.00/M
497,623	6 Month Hotline	+ \$5.00/M
2,011,045	Cat Owners	+ \$15.00/M
3,461,189	Dog Owners	+ \$15.00/M
6,091,383	Mail Order Buyer	+ \$15.00/M
234,192	Donors	+ \$15.00/M

ID NUMBERS

Manager ID	221640
NextMark ID	347571
mIn ID	889145-000
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **01/01/2018**

DATA CARD MAINTENANCE

New To System **12/04/2007**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

These wealthy individuals don't mind spending generously to make sure that their pampered four-legged friends have a comfortable home. As with many pet-owners, they treat their loyal companions as though they are part of the family. What makes this group unique is that they have ample discretionary income to spoil their pets any chance they get. As well as caring for their pets, this group of consumers keep their houses and property well-maintained to provide that perfect environment for themselves and their pets alike. A prime market for all pet products, as well as home improvements, home decor, and landscaping services. These individuals also don't mind spoiling themselves occasionally so they are perfect candidates for high ticket items such as electronics, automobiles, jewelry, and boats, as well as investment and insurance offers.

SELECTS

AGE	\$7.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$15.00/M
HOME VALUE	\$15.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NET WORTH	\$20.00/M
OCCUPATION	\$15.00/M
PRESENCE OF CHILDREN	\$10.00/M

MANAGER

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

AVERAGE INCOME

Value **\$130,000.00**

MINIMUM ORDER

Minimum Quantity **3,000**
Minimum Price **\$250.00**

COMMISSIONS

Broker **30%**
Agency **15%**

NET NAME ARRANGEMENTS

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

EXCHANGES

GENDER
Male
Female

50%
50%

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

EMAIL **\$50.00/F**

FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

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