

Pampered Pets - Affluent Pet Owners

DATACARD 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.

50% male, 50% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

UPDATED Jul 27, 2010
DATE VERIFIED Jul 27, 2010

Selections	Counts	Price per/M
Universe	6,835,924	\$70.00
30 day hotline	98,015	+15.00
3 month hotline	349,012	+10.00
6 month hotline	497,623	+5.00
Cat owners	2,011,045	+15.00
Dog owners	3,461,189	+15.00
Mail order buyer	6,091,383	+15.00
Donors	234,192	+15.00

Net name arrangement (minimum 25,000), 85%.

OTHER SELECTIONS

Selections	Rate	Per
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$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	\$25.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Key Coding	\$3.00	M
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$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
Cartridge	\$50.00
CD-ROM	\$50.00

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission brokers.

RESTRICTIONS

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

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