

Pampered Pets - Affluent Pet Owners

MID: 889145-000

----- 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	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	Unit	Note
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$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		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Wealthy pet owners.
 50% male, 50% female.

----- 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.

SRDS Classification

USA	Consumer	589B	Pets
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----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

15% commission to agencies. 30% commission 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	
Cartridge	\$50.00		fee	
CD-ROM	\$50.00		fee	

----- RESTRICTIONS -----

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

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

Updated monthly.