

Portfolio

DATACARD DESCRIPTION

PORTFOLIO IS THE PERFECT VEHICLE FOR REACHING THE MOST QUALIFIED HIGH NET WORTH INVESTORS BY ANALYZING AN INDIVIDUAL'S OVERALL PORTFOLIO. THIS DATABASE OFFERS THE MOST IN-DEPTH SELECTION CRITERIA AVAILABLE IN THE MARKETPLACE TODAY INCLUDING: PORTFOLIO SIZE, MILLIONAIRES, MULTI-MILLIONAIRES, NET WORTH, AS WELL AS MULTIPLE WEALTH INDICATORS. WITH A HIGHER DISCRETIONARY INCOMES THAN MOST, THESE ESTABLISHED, WELL TO DO INDIVIDUALS ARE RECEPTIVE TO PERSONAL INVESTMENT PLANNING, INSURANCE OFFERS, LUXURY AUTOMOBILES. HOME ENTERTAINMENT, EPICUREAN GIFTS AND HIGH END TRAVEL OFFERS.
AVERAGE INCOME: \$250,000.00

85% male, 15% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Universe	295,231	\$75.00
Investment type:		
Conservative	12,889	+25.00
Equity private	12,614	+25.00
Financial planning	157,997	+25.00
Retirement planning	114,332	+25.00
Speculative	22,166	+25.00
Portfolio size:		
250K-1 million	194,178	+25.00
1 Million-1.5 million	137,263	+25.00
1.5 Million-2 million	105,435	+25.00
2 Million-5 million	48,016	+25.00
5 Million+	4,232	+25.00
Occupation:		
Business executive	18,631	+15.00
Lawyer	3,010	+15.00
Doctor	10,819	+15.00
Real estate investor	58,478	+15.00
Engineer	1,273	+15.00

Net name arrangement (minimum 25,000), 85% plus 10.00/M running charge.

OTHER SELECTIONS

Selections	Rate	Per
Age Range	\$7.00	M
Ethnic/Ethnicity	\$15.00	M
Gender	\$10.00	M
Home Owner	\$15.00	M
Home Value	\$15.00	M
Household Income	\$15.00	M
Investment Type	\$25.00	M
Investors	\$15.00	M
Length Of Residence	\$15.00	M
Lifestyle	\$15.00	M
Net Worth	\$25.00	M
Occupation	\$15.00	M
Phone Number	\$25.00	M
Portfolio Size	\$25.00	M

SCF	\$5.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M
Email	\$50.00	M

LIST SOURCE

Note

Compiled

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
Cartridge	\$50.00	
CD-ROM	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Quarterly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

LIST MANAGER/OWNER

Datamatrix Lists List Manager

Michael San Inocencio Key Contact Name
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