

Portfolio

MID: 920025-000

----- 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	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	Unit	Note
Age Range	\$7.00	M	extra	
Ethnic/Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Household Income	\$15.00	M	extra	
Investment Type	\$25.00	M	extra	
Investors	\$15.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Lifestyle	\$15.00	M	extra	
Net Worth	\$25.00	M	extra	
Occupation	\$15.00	M	extra	
Phone Number	\$25.00	M	extra	
Portfolio Size	\$25.00	M	extra	
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	
Key Coding	\$3.00	M	extra	
Email	\$50.00	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 -----

Individuals that have Portfolio sizes as high as 5 million. 85% male, 15% female.

----- 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

SRDS Classification

USA Consumer 561 Investors

----- LIST SOURCE -----

Source	Note
Compiled	

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

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

----- METHOD OF ADDRESSING -----

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

----- RESTRICTIONS -----

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

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

Updated quarterly.