

Senior Leisure - Retirees By Lifestyle/Interest

DATACARD DESCRIPTION

COMPREHENSIVE LIST OF MAIL-RESPONSIVE RETIREES BY INTERESTS.
 AFTER A LIFETIME OF WORKING, THIS CONSUMER GROUP CAN FINALLY FILL THEIR HOURS PARTAKING IN THEIR FAVORITE ACTIVITIES. THESE RETIRED INDIVIDUALS HAVE A VARIETY OF INTERESTS AND HAVE PLENTY OF TIME TO ENJOY THEIR HOBBIES. SINCE THEY'RE STILL ACTIVE, THEY WANT TO OCCUPY THEIR TIME WITH THE LIFESTYLES THEY MIGHT NOT HAVE BEEN ABLE TO ENJOY BEFORE AND HAVE NO PROBLEM SPENDING THE MONEY TO DO SO. THIS LIST OF 100% MAIL RESPONDERS IS COMPRISED OF PERFECT CANDIDATES FOR TRAVEL OPPORTUNITIES AS WELL AS ANY PRODUCTS OR SERVICES RELATED TO THEIR INTEREST SUCH AS: BOATING, CAMPING, CASINO GAMBLING, TENNIS, TRAVEL, WINE, HUNTING, AND SKIING, AMONG OTHERS. ALSO, EXCELLENT PROSPECTS FOR INSURANCE AND INVESTMENT 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	11,062,976	\$70.00
Boating	871,138	+15.00
Camping/hiking	1,265,747	+15.00
Casino gambling	1,220,520	+15.00
Fishing	1,853,557	+15.00
Golf	3,005,451	+15.00
Travel	6,198,716	+15.00
Grandchildren	2,601,918	+15.00
Tennis	128,039	+15.00
Hunting	3,409,302	+15.00
Military veteran	2,686,593	+15.00
Exercise/health	7,873,991	+15.00
Wine	779,094	+15.00
Sweepstakes/contests	3,083,566	+15.00
Skiing	268,813	+15.00
Politics	3,134,757	+15.00
Cultural/arts	2,759,605	+15.00
Collect - antiques	2,750,360	+15.00
Collect - arts	601,755	+15.00
Collect - coins	2,015,406	+15.00
Collect - sports memorabilia	2,015,406	+15.00
Collect - stamps	1,059,008	+15.00
Cooking	8,972,911	+15.00
Crafts	6,931,670	+15.00
Environmental issues	1,049,202	+15.00
Gardening	8,112,934	+15.00
Pet owner	4,072,377	+15.00
3 Mo hotline	371,916	+5.00
6 Mo hotline	669,744	+10.00
Net name arrangement (minimum 25,000), 85%		

OTHER SELECTIONS

Selections	Rate	Per
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M

Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Value	\$15.00	M
Income Select	\$7.00	M
1st Lifestyle Select		
2nd Lifestyle Select	\$15.00	M
3rd Lifestyle Select	\$10.00	M
4th Lifestyle Select	\$5.00	M
Marital Status	\$10.00	M
Monthly Hotline	\$15.00	M
Net Worth	\$25.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Lifestyle Questionnaire
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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	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

890322

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