

Senior Leisure - Retirees By Lifestyle/Interest

MID: 890322-000

----- 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	11,066,976	\$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	Unit	Note
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
1st Lifestyle Select				

----- 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- 732- sales@datamatrixlists.com
 940- 940-
 1500 1501

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

Mail-responsive retirees by interests.
 50% male, 50% female.

----- 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.

SRDS Classification

USA Consumer 565 Mature Market

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

Source	Note
Compiled	Lifestyle Questionnaire

----- 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	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
Cartridge	\$50.00		fee	
CD-ROM	\$50.00		fee	
FTP	\$50.00		fee	

2nd Lifestyle Select	\$15.00	M	extra
3rd Lifestyle Select	\$10.00	M	extra
4th Lifestyle Select	\$5.00	M	extra
Marital Status	\$10.00	M	extra
Monthly Hotline	\$15.00	M	extra
Net Worth	\$25.00	M	extra
Key Coding	\$3.00	M	extra

----- **RESTRICTIONS** -----

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

----- **UPDATE SCHEDULE** -----

Updated monthly.