

Datamatrix 2017



Senior Leisure - Retirees by Lifestyle/Interest

Comprehensive list of mail-responsive retirees by interests. 30%
BROKER COMMISSION!




SEGMENTS

11,066,976	Total Universe / Universe Rate	\$70.00/M
871,138	Boating	+ \$15.00/M
1,265,747	Camping/Hiking	+ \$15.00/M
1,220,520	Casino Gambling	+ \$15.00/M
1,853,557	Fishing	+ \$15.00/M
3,005,451	Golf	+ \$15.00/M
6,198,716	Travel	+ \$15.00/M
2,601,918	Grandchildren	+ \$15.00/M
128,039	Tennis	+ \$15.00/M
3,409,302	Hunting	+ \$15.00/M
2,686,593	Military Veteran	+ \$15.00/M
7,873,991	Exercise/Health	+ \$15.00/M
779,094	Wine	+ \$15.00/M
3,083,566	Sweepstakes/Contests	+ \$15.00/M
268,813	Skiing	+ \$15.00/M
3,134,757	Politics	+ \$15.00/M
2,759,605	Cultural/Arts	+ \$15.00/M
2,750,360	Collect - Antiques	+ \$15.00/M
601,755	Collect - Arts	+ \$15.00/M
2,015,406	Collect - Coins	+ \$15.00/M
2,015,406	Collect - Sports Memorabilia	+ \$15.00/M
1,059,008	Collect - Stamps	+ \$15.00/M
8,972,911	Cooking	+ \$15.00/M
6,931,670	Crafts	+ \$15.00/M
1,049,202	Environmental Issues	+ \$15.00/M
8,112,934	Gardening	+ \$15.00/M
4,072,377	Pet Owner	+ \$5.00/M
371,916	3 mo Hotline	+ \$10.00/M
669,744	6 mo Hotline	

ID NUMBERS

Manager ID	223666
NextMark ID	347573
mIn ID	890322-000
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **09/27/2017**

DATA CARD MAINTENANCE

New To System	12/26/2007
Last Update	09/27/2017
Next Update	12/29/2017
Update Frequency	QUARTERLY

DESCRIPTION

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 interests such as: boating, camping, casino gambling, tennis, travel, wine, hunting, and skiing, among others. Also, excellent prospects for insurance and investment offers. The first lifestyle select is included in the base price.

SELECTS

1st LIFESTYLE SELECT	\$15.00/M
2nd LIFESTYLE SELECT	\$10.00/M
3 MONTH HOTLINE	\$10.00/M
3rd LIFESTYLE SELECT	\$5.00/M
4+ LIFESTYLE SELECTS	\$5.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
Home Value	\$15.00/M
INCOME SELECT	\$7.00/M
MARITAL STATUS	\$10.00/M
MONTHLY HOTLINE	\$15.00/M
Net Worth	\$25.00/M

MANAGER**Datamatrix Lists**<http://www.datamatrixlists.com>**GENDER**

Male	50%
Female	50%

AVERAGE INCOMEValue **not available****MINIMUM ORDER**

Minimum Quantity	3,000
Minimum Price	\$250.00

COMMISSIONS

Broker	30%
Agency	15%

NET NAME ARRANGEMENTS**Net Name is allowed**

Floor	85%
Minimum Quantity	25,000
Run Charges	\$10.00/M

EXCHANGES**Exchange is not allowed****REUSE****Reuse is allowed**

Minimum Quantity	0
Run Charge	

CANCELLATION

Charges

KEY CODING**Key Coding is available**

Charges	\$3.00/M
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ADDRESSING

EMAIL	\$50.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact