

Shelter Magazine Prospects

MID: 892163-000

----- 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	482,236	\$65.00
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	
Contact Name	\$25.00	M	extra	
Female Owned	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Minority Owned	\$15.00	M	extra	
Number Of Employees	\$10.00	M	extra	
Phone Number	\$15.00	M	extra	
Sales Volume	\$10.00	M	extra	
Key Coding	\$3.00	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-	732-	sales@datamatrixlists.com
		940-	940-	
		1500	1501	

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

Home & Garden magazine prospects at business address.

----- DATACARD DESCRIPTION -----

'SHELTER' HAS COMPILED CONSUMERS, AT BUSINESS ADDRESS, WHO OWN OR PLAY A KEY ROLE AT COMPANIES EXCLUSIVE TO THE HOME AND GARDEN MARKETPLACE. THESE PROSPECTS ARE SO INTERESTED IN THIS FIELD THAT THEY CHOOSE TO MAKE IT THEIR PROFESSION, AND THEREFORE, HAVE A HIGHER TENDENCY TO RESPOND TO RELATED OFFERS. SELECTIONS INCLUDE TITLE, GENDER, COMPANY SIZE AND MORE. THIS DATABASE WAS PRIVATELY CREATED FOR SHELTER PUBLICATIONS, BUT IS ALSO PERFECT FOR FURNITURE, OUTDOOR AND HOUSEWARE CATALOGS, BUSINESS PRODUCTS, GENERAL INTEREST/LIFESTYLE PUBLICATIONS, CLOTHING, PERSONAL SERVICES, ETC.

SRDS Classification

USA Consumer 564 Magazines (General)

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

Source	Note
Controlled Circ	Professional Records

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

15% commission to agencies. 30% commission to brokers;
10% commission to managers.

----- 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	
CD-ROM	\$50.00		fee	
Cartridge	\$50.00		fee	
FTP	\$50.00		fee	

----- RESTRICTIONS -----

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

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

Updated monthly.