

Shoppers World - Consumer Purchasing Habits

DATACARD DESCRIPTION

'SHOPPERS WORLD' PROVIDES AN ESSENTIAL RESOURCE, ALLOWING MARKETERS TO TARGET CONSUMERS BY PAST PURCHASES AND BUYING HABITS. THE BEST WAY TO FIND POTENTIAL CUSTOMERS IS TO MARKET TO THOSE WHO HAVE BOUGHT SIMILAR PRODUCTS BEFORE. BY CHOOSING SPECIFIC PRODUCT TYPES, IT IS POSSIBLE TO PINPOINT AN EXACT MARKET BASED ON ACTUAL PURCHASE HISTORY. ENHANCED WITH NUMEROUS OTHER SELECTIONS SUCH AS HOMEOWNER/RENTER, INCOME, ETHNICITY, LIFESTYLE/INTERESTS, PRESENCE & AGE OF CHILDREN, MARITAL STATUS AND MORE, 'SHOPPERS WORLD' OFFERS UNRIVALED ACCESS TO CONSUMER PURCHASING DATA.

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	69,920,743	\$70.00
6 month hotline	6,304,620	+5.00
3 month hotline	3,322,053	+10.00

Net name arrangement (25,000), 85%.

OTHER SELECTIONS

Selections	Rate	Per
Apparel	\$15.00	M
Art	\$15.00	M
Antiques	\$15.00	M
Automobile Products	\$15.00	M
Books	\$15.00	M
Magazines	\$15.00	M
Music	\$15.00	M
Children's Products	\$15.00	M
Home Office Products	\$15.00	M
Movies	\$15.00	M
Electronics	\$15.00	M
Gambling	\$15.00	M
Gardening Products	\$15.00	M
Health & Beauty	\$15.00	M
Home Appliances	\$15.00	M
Hunting Products	\$15.00	M
Jewelry	\$15.00	M
Luggage	\$15.00	M
Membershijp Organizations	\$15.00	M
Military Memorabilia	\$15.00	M
Musical Instruemtns	\$15.00	M
Off-road Recreational Vehicles	\$15.00	M
Pets	\$15.00	M
Sports & Leisure Items	\$15.00	M
Photography	\$15.00	M
Event Tickets	\$15.00	M
Travel	\$15.00	M
Software	\$15.00	M
Technology Products	\$15.00	M
Type Of Payment Used	\$15.00	M
1 Month Hotline	\$15.00	M
2nd Purcahsing Behavior	\$15.00	M
3 Month Hotline	\$10.00	M

3rd Purchasing Behavior	\$10.00	M
4+purchasing Behavior	\$5.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Dwelling Type	\$10.00	M
Ethnicity	\$15.00	M
Education	\$15.00	M
Gender/Sex	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Income Select	\$7.00	M
Length Of Residence	\$15.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Number Of Children	\$15.00	M
Presence Of Children	\$10.00	M
SCF	\$5.00	M
Networth	\$25.00	M
State	\$5.00	M
Zip	\$5.00	M
Key Coding	\$3.00	M
1st Puchasing Behavior		

LIST SOURCE

Direct Mail	Note Buyers
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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	

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

Telemarketing is not allowed. Exchange is not allowed; net name is allowed; reuse is 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 893351 000