

Datamatrix 2017



Single Working Moms by CRN

Comprehensive listing of single mothers in the workplace. 30%
BROKER COMMISSION!



SEGMENTS

2,608,664	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
	3 Month Hotline	+ \$10.00/M
	6 Month Hotline	+ \$5.00/M
2,559,250	Mail Order Buyers	+ \$15.00/M
180,896	Child Nearing HS Graduation	+ \$25.00/M

ID NUMBERS

Manager ID	221546
NextMark ID	347576
mIn ID	889091-000
SRDS ID	889091-000

MEDIA TYPE

Consumer 

SOURCE

Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry
New to Manager
Counts Through **01/01/2018**

DATA CARD MAINTENANCE

New To System **11/29/2007**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

These strong and independent women place their children as their spending priority. This makes them a perfect market for childcare services, fun activities and trips close to home, mail-order toys and other products. Furthermore, they are constantly searching for affordable alternatives to products and services that they already use and are extremely open to trying new options. Also, since there is no male in the household, this group of consumers is often in need of services such as plumbing, carpentry, contracting, electrical and mechanical. Often in need of a little extra spending power, they are prime candidates for home and auto loans, credit cards, lines of credit and mortgages, as well as insurance offers and money-making opportunities.

SELECTS

AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
DWELLING TYPE	\$15.00/M
ETHNICITY	\$15.00/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
OCCUPATION	\$15.00/M
SPOKEN LANGUAGE	\$15.00/M

AVERAGE INCOME

Value **\$52,000.00**

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**

MANAGER

Datamatrix Lists
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EXCHANGES

Exchange is not allowed

GENDER

Male %

Female

100% **REUSE**
Reuse is allowed
Minimum Quantity **0**
Run Charge

CANCELLATION
Charges

KEY CODING
Key Coding is available
Charges **\$3.00/M**

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

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
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