

Single Working Moms By CRN

DATACARD 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

100% female.

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	2,608,664	\$70.00
Mail order buyers	2,559,250	+15.00
Child nearing hs graduation	180,896	+25.00
New parent (selectable by recency)	101,771	+25.00
Recent homebuyer	2,327	+25.00

Net name arrangements(minimum 25,000), 85%.

OTHER SELECTIONS

Selections	Rate	Per
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
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
Key Coding	\$3.00	M

LIST SOURCE

	Note
Compiled	Government Records

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	
E-mail	\$50.00	
Diskette	\$50.00	
Cartridge	\$50.00	
CD-ROM	\$50.00	

FTP

\$50.00

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

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