

# Single Working Moms By CRN

MID: 889091-000

----- 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                           | 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 | Unit  | Note |
|---------------------|---------|-----|-------|------|
| 30 Day Hotline      | \$15.00 | M   | extra |      |
| 3 Month Hotline     | \$10.00 | M   | extra |      |
| 6 Month Hotline     | \$5.00  | M   | extra |      |
| Age                 | \$7.00  | M   | extra |      |
| Age Of Children     | \$15.00 | M   | extra |      |
| Dwelling Type       | \$15.00 | M   | extra |      |
| Ethnicity           | \$15.00 | M   | extra |      |
| Geo Select          | \$5.00  | M   | extra |      |
| Home Owner          | \$15.00 | M   | extra |      |
| Income Select       | \$7.00  | M   | extra |      |
| Length Of Residence | \$15.00 | M   | extra |      |
| Lifestyle Select    | \$15.00 | M   | extra |      |
| Occupation          | \$15.00 | M   | extra |      |
| Spoken Language     | \$15.00 | 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](mailto:sales@datamatrixlists.com)

| Contact      | Title | Phone        | Fax          | E-mail   |
|--------------|-------|--------------|--------------|--|
| List Manager |       | 732-940-1500 | 732-940-1501 | <a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a> |

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

Single mothers in the workplace.  
 100% female.

----- 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

SRDS Classification

USA Consumer 612 Women's

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

| Source   | Note               |
|----------|--------------------|
| Compiled | Government Records |

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

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

----- METHOD OF ADDRESSING -----

| Available Media           | Rate    | Per | Unit | Note |
|---------------------------|---------|-----|------|------|
| Pressure Sensitive Labels | \$15.00 |     | fee  |      |
| E-mail                    | \$50.00 |     | fee  |      |
| Diskette                  | \$50.00 |     | fee  |      |
| Cartridge                 | \$50.00 |     | fee  |      |
| CD-ROM                    | \$50.00 |     | fee  |      |
| FTP                       | \$50.00 |     | fee  |      |

----- RESTRICTIONS -----

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

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

Updated monthly.