

Sporting World - Affluent Sports Fans

MID: 893016-000

----- 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	4,241,926	\$70.00
Baseball	1,986,863	+7.00
Hockey	834,017	+7.00
Football	2,541,735	+7.00
Basketball	1,853,499	+7.00
Racing	998,593	+7.00
Soccer	152,542	+7.00
Tennis	148,598	+7.00
NASCAR	1,555,538	+7.00
Collect Sports Memorabilia	1,055,831	+7.00
Net name arrangement (minimum 25,000), 85%.		

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Ethnicity	\$15.00	M	extra	
Gender Of Child	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Number Of Children	\$15.00	M	extra	
Respondent Age	\$7.00	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

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

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

Wealthy fans of various sports.

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

THESE ACTIVE, AFFLUENT AND AVID FANS ARE EXTREMELY RECEPTIVE TO ANY OFFER FOR SPORTS MERCHANDISE OR MEMORABILIA, GENERAL SPORTING GOODS OR ATHLETIC GEAR. WITH MEDIAN ANNUAL INCOME OF \$100,000, THESE CONSUMERS ARE A PRIME MARKET FOR LARGE-SCREEN TELEVISIONS, STEREO EQUIPMENT AND OTHER ELECTRONICS WHICH WILL ENHANCE THEIR VIEWING EXPERIENCE, AS WELL AS OTHER HIGH TICKET ITEMS. THIS IS AN EXCELLENT RESOURCE FOR PUBLICATION MAILINGS IN ADDITION TO CAMPAIGNS FOR ANY ITEMS CATERING TO THE ACTIVE OR WEALTHY MARKETS.

SRDS Classification

USA Consumer 602 Sports

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

Source	Note
Compiled	Lifestyle Questionnaire

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

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

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

----- RESTRICTIONS -----

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

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

Updated monthly.