

# Datamatrix 2017



## Sporting World - Affluent Sports Fans

Wealthy fans of various sports. 30% BROKER COMMISSION!



### SEGMENTS

4,241,926	Total Universe / Universe Rate	\$70.00/M
1,986,863	Baseball	+ \$7.00/M
834,017	Hockey	+ \$7.00/M
2,541,735	Football	+ \$7.00/M
1,853,499	Basketball	+ \$7.00/M
998,593	Racing	+ \$7.00/M
152,542	Soccer	+ \$7.00/M
148,598	Tennis	+ \$7.00/M
1,555,538	NASCAR	+ \$7.00/M
1,055,831	Collect Sports Memorabilia	+ \$7.00/M

### ID NUMBERS

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>231635</b>
<b>mIn ID</b>	<b>141782</b>
<b>SRDS ID</b>	<b>893016-000</b>

### MEDIA TYPE

**Consumer**

### SOURCE

Compiled lists, Lifestyle questionnaire

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

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

### DATA CARD MAINTENANCE

New To System **04/24/2008**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

### 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 minimum 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.

### PROFILE

#### Sports

Baseball	1,986,863	
Hockey	834,017	
Football	2,541,735	
Basketball	1,853,499	
Racing	998,593	
Soccer	152,542	
Tennis	148,598	
NASCAR	1,555,538	
Collect Sports Memorabilia	1,055,831	

### SELECTS

ETHNICITY	<b>\$15.00/M</b>
GENDER OF CHILD	<b>\$15.00/M</b>
GENDER/SEX	<b>\$10.00/M</b>
GEO SELECT	<b>\$5.00/M</b>
HOME OWNER	<b>\$15.00/M</b>

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

Minimum Quantity **3,000**  
Minimum Price **\$250.00**

HOME VALUE **\$15.00/M**  
 INCOME SELECT **\$7.00/M**  
 LIFESTYLE SELECT **\$15.00/M**  
 MARITAL STATUS **\$10.00/M**  
 NUMBER OF CHILDREN **\$15.00/M**  
 RESPONDENT AGE **\$7.00/M**  
 SPOKEN LANGUAGE **\$15.00/M**  
 Sports

**MANAGER**

**Datamatrix Lists**

<http://www.datamatrixlists.com>

**GENDER**

Male %  
 Female %

**COMMISSIONS**

Broker **30%**  
 Agency **15%**

**NET NAME ARRANGEMENTS**

**Net Name is allowed**  
 Floor **85%**  
 Minimum Quantity **25,000**  
 Run Charges

**EXCHANGES**

**Exchange is not allowed**

**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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★ = Primary contact