

## Datamatrix 2017



### Today's Collectors by CRN

Listing of Collectors in America. 30% BROKER COMMISSION!




#### SEGMENTS

53,574,595	Total Universe / Universe Rate	\$70.00/M
5,177,432	Figurines	+ \$10.00/M
3,683,301	Dolls	+ \$10.00/M
11,910,048	Coins	+ \$10.00/M
6,228,914	Stamps	+ \$10.00/M
2,634,789	Plates	+ \$10.00/M
5,108,932	Sports Memorabilia	+ \$10.00/M
15,110,965	Antiques	+ \$10.00/M
3,670,114	Art	+ \$10.00/M

#### ID NUMBERS

<b>Manager ID</b>	<b>225310</b>
<b>NextMark ID</b>	<b>347578</b>
<b>mIn ID</b>	<b>893233-000</b>
<b>SRDS ID</b>	<b>893233-000</b>

#### MEDIA TYPE

**Consumer** 

#### SOURCE

Multi Sourced, 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 **01/22/2008**  
Last Update **01/08/2018**  
Next Update **03/31/2018**  
Update Frequency **QUARTERLY**

#### DESCRIPTION

'Today's Collectors' spare no expense when purchasing items for their collections. With median income of \$52,000, collectors comprise an extremely reliable consumer group and have a high propensity towards mail order offers. They pride themselves on possessing a vast assortment of items within their chosen interest and spend generously to achieve this goal, considering each offer they receive. Since this list is selectable by specific collection type, it is an essential resource for any marketer of limited edition or collectible items, making it possible to effectively pinpoint a target market. Also, a perfect list for publications related to collectibles in general or a specific interest.

#### SELECTS

AGE	<b>\$7.00/M</b>
ETHNICITY	<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>
INCOME SELECT	<b>\$7.00/M</b>
LIFESTYLE SELECT	<b>\$15.00/M</b>
MARITAL STATUS	<b>\$10.00/M</b>
PRESENCE OF CHILDREN	<b>\$10.00/M</b>

#### AVERAGE INCOME

Value **\$52,000.00**

#### MINIMUM ORDER

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

#### COMMISSIONS

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

#### MANAGER

**Datamatrix Lists**  
<http://www.datamatrixlists.com>

#### NET NAME ARRANGEMENTS

**Net Name is allowed**  
Floor **85%**  
Minimum Quantity **25,000**  
Run Charges **\$10.00/M**

#### GENDER

Male **60%**  
Female **40%**

#### EXCHANGES

**Exchange is not allowed**

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

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**CANCELLATION**  
Charges

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

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

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact