

Today's Collectors By CRN

DATACARD 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.

60% male, 40% female.

SELECTIONS WITH COUNTS

| | | |
|--|----------------------|--------------------|
| Minimum order 250.00 or 3,000 | UPDATED | Jul 27, 2010 |
| Counts Thru: Jul 2010 | DATE VERIFIED | Jul 27, 2010 |
| Selections | Counts | Price per/M |
| Universe | 53,574,595 | \$65.00 |
| Figurines | 5,177,432 | +10.00 |
| Dolls | 3,683,301 | +10.00 |
| Coins | 11,910,048 | +10.00 |
| Stamps | 6,228,914 | +10.00 |
| Plates | 2,634,789 | +10.00 |
| Sports memorabilia | 5,108,932 | +10.00 |
| Antiques | 15,110,965 | +10.00 |
| Art | 3,670,114 | +10.00 |
| Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges. | | |

OTHER SELECTIONS

| Selections | Rate | Per |
|----------------------|---------|-----|
| Age | \$7.00 | M |
| Ethnicity | \$15.00 | M |
| Gender | \$10.00 | M |
| Geo Select | \$5.00 | M |
| Homeowner | \$15.00 | M |
| Income Select | \$7.00 | M |
| Lifestyle Select | \$15.00 | M |
| Marital Status | \$10.00 | M |
| Presence Of Children | \$10.00 | M |
| Key Coding | \$3.00 | M |

LIST SOURCE

| | |
|----------|--|
| Compiled | Note Lifestyle Questionnaire |
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METHOD OF ADDRESSING

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

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

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

893233

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