

# Today's Collectors By CRN

MID: 893233-000

----- 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	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	Unit	Note
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Homeowner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Presence Of Children	\$10.00	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 -----

Collectors in America.  
60% male, 40% female.

----- 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.

**SRDS Classification**

USA	Consumer	520A	Collectibles
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----- LIST SOURCE -----

Source	Note
Compiled	Lifestyle Questionnaire

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

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

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

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
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.