

Datamatrix 2017



Todays Travelers by CRN

Consumers who travel frequently for leisure or business. 30%
BROKER COMMISSION!



SEGMENTS

13,969,264	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
	60 Day Hotline	+ \$15.00/M
4,937,168	Domestic Travel	+ \$15.00/M
2,384,741	Foreign Travel	+ \$15.00/M
2,097,519	Cruise Liner Vacations	+ \$15.00/M
1,294,301	Recreational Vehicles (RVs)	+ \$15.00/M
273,194	Business Traveler	+ \$15.00/M
209,436	Own a Vacation Home	+ \$15.00/M

ID NUMBERS

Manager ID	213944
NextMark ID	132896
mIn ID	886722-000
SRDS ID	886722-000

MEDIA TYPE

Consumer

SOURCE

Lifestyle questionnaire, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System **07/24/2007**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

These travel enthusiasts love to treat themselves to lavish vacations and are constantly seeking new destinations including exotic ports of call, historic landmarks, theme parks, and sun-soaked islands. They purchase a variety of travel services including airline tickets, cruises, rental cars and hotel reservations. To be included in CRN's extensive database, these consumers responded to various travel offers or filled out questionnaires about their travel experiences. Whether traveling to foreign or domestic locations, these well-traveled Americans have indicated their interest in purchasing timeshares, taking cruises, renting or purchasing recreational vehicles or belonging to frequent flyer clubs. To narrow your search, each lifestyle select on this list can be screened as a favorite, meaning it is the primary interest for the selected individuals. This file is a vital resource for any campaign dealing with travel offers, timeshare opportunities, recreational vehicle rental or ownership, travel publications, trip insurance, travel or cruise agencies, car rental companies and other products or services that will enhance their traveling experiences.

SELECTS

AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
CREDIT CARD HOLDERS	\$15.00/M
DONOR (type available)	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
INCOME SELECT	\$7.00/M
LIFESTYLE SELECT	\$15.00/M
MARITAL STATUS	\$10.00/M
NET WORTH	\$30.00/M
OCCUPATION	\$15.00/M

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

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

COMMISSIONS

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

NET NAME ARRANGEMENTS

Net Name is allowed

PRESENCE OF CHILDREN **\$10.00/M** Floor **85%**
Minimum Quantity **25,000**
Run Charges **\$10.00/M**

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

EXCHANGES
Exchange is not allowed

GENDER
Male **50%**
Female **50%**

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