

# Todays Travelers By CRN

MID: 886722-000

----- 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                    | 13,969,264 | \$70.00     |
| Domestic travel             | 4,937,168  | +15.00      |
| Frequent flyer club         | 2,731,672  | +15.00      |
| Foreign travel              | 2,384,741  | +15.00      |
| Cruise liner vacations      | 2,097,519  | +15.00      |
| Recreational vehicles (RVs) | 1,294,301  | +15.00      |
| Business traveler           | 273,194    | +15.00      |
| Own a vacation home         | 209,436    | +15.00      |
| Timeshare owner             | 84,016     | +15.00      |

----- OTHER SELECTIONS -----

| Selections             | Rate    | Per | Unit  | Note |
|------------------------|---------|-----|-------|------|
| Age                    | \$7.00  | M   | extra |      |
| Age Of Children        | \$15.00 | M   | extra |      |
| Credit Card Holders    | \$15.00 | M   | extra |      |
| Donor (type Available) | \$15.00 | M   | extra |      |
| Ethnicity              | \$15.00 | M   | extra |      |
| Gender                 | \$15.00 | M   | extra |      |
| Geo Select             | \$10.00 | M   | extra |      |
| 30 Day Hotline         | \$5.00  | M   | extra |      |
| 60 Day Hotline         | \$15.00 | M   | extra |      |
| Income Select          | \$7.00  | M   | extra |      |
| Lifestyle Select       | \$15.00 | M   | extra |      |
| Marital Status         | \$10.00 | M   | extra |      |
| Net Worth              | \$20.00 | M   | extra |      |
| Occupation             | \$15.00 | M   | extra |      |
| Presence Of Children   | \$10.00 | M   | extra |      |
| Primary Interest       | \$15.00 | 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 -----

Consumers who travel frequently for vacation or work.  
 50% male, 50% female.

----- DATACARD 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 DRENCHED 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 RESPOND TO A NUMBER OF DIFFERENT 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.

**SRDS Classification**

USA      Consumer      606      Travel

----- LIST SOURCE -----

| Source          | Note                    |
|-----------------|-------------------------|
| Direct Response | Lifestyle Questionnaire |

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

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

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

| <b>Available Media</b>    | <b>Rate</b> | <b>Per</b> | <b>Unit</b> | <b>Note</b> |
|---------------------------|-------------|------------|-------------|-------------|
| Pressure Sensitive Labels | \$15.00     | M          | extra       |             |
| Diskette                  | \$50.00     | M          | extra       |             |
| E-mail                    | \$50.00     | M          | extra       |             |
| CD Rom                    | \$50.00     | M          | extra       |             |
| FTP                       | \$50.00     | M          | extra       |             |

## ----- RESTRICTIONS -----

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

## ----- UPDATE SCHEDULE -----

Updated monthly.