

Vegetarian Living

DATACARD DESCRIPTION

WITH MEDIAN INCOME OF \$60,000 AND AVERAGE AGE OF 52, VEGETARIAN LIVING OFFERS ACCESS TO THIS UNIQUE AND SOUGHT-AFTER MARKET. REACH HEALTH CONSCIOUS AND ANIMAL FRIENDLY CONSUMERS FROM ONE OF THE MOST COMPREHENSIVE LISTINGS AVAILABLE. THIS LIST IS ENHANCED WITH NUMEROUS LIFESTYLE SELECTIONS IN ADDITION TO DEMOGRAPHIC AND HOUSEHOLD DATA.

60% male, 40% female; average age 52.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

UPDATED Jul 27, 2010
DATE VERIFIED Jul 27, 2010

Selections	Counts	Price per/M
Universe	835,361	\$70.00
1 month hotline	20,327	+15.00
3 month hotline	62,041	+10.00
6 month hotline	91,266	+5.00
Mail order buyers	795,963	+15.00
Net name arrangement (minimum 25,000), 85%.		

OTHER SELECTIONS

Selections	Rate	Per
1 Month Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Mail Order Buyers	\$15.00	M
Travel	\$15.00	M
Reading	\$15.00	M
Camping/Hiking	\$15.00	M
Pet Owner	\$15.00	M
Home Decor	\$15.00	M
Fashion	\$15.00	M
Collectibles	\$15.00	M
Golf	\$15.00	M
Tennis	\$15.00	M
Boating	\$15.00	M
Donor	\$15.00	M
Sports	\$15.00	M
Walking/Exercising	\$15.00	M
Skiing	\$15.00	M
1st Lifestyle Select	\$15.00	M
2nd Lifestyle Select	\$10.00	M
3+ Lifestyle Selects	\$5.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$15.00	M
Homeowner	\$15.00	M
Income Select	\$7.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Number Of Children	\$15.00	M
Presence Of Children	\$10.00	M

Spoken Language	\$15.00	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
Diskette	\$50.00	
E-mail	\$50.00	
FTP	\$50.00	
CD ROM	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to recognized brokers.

RESTRICTIONS

Telemarketing is allowed. Reuse is allowed. Net Name is allowed. Exchange 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 893718 000