

Datamatrix 2017



Vegetarian Living

Vegetarian Individuals. 30% BROKER COMMISSION!



SEGMENTS

835,361	Total Universe / Universe Rate	\$70.00/M
20,327	1 Month Hotline	+ \$15.00/M
62,041	3 Month Hotline	+ \$10.00/M
91,266	6 Month Hotline	+ \$5.00/M
795,963	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
	+ Many More	

ID NUMBERS

Manager ID	233879
NextMark ID	347581
mIn ID	893718-000
SRDS ID	893718-000

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

New To System **05/22/2008**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

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.

SELECTS

1 MONTH HOTLINE	\$15.00/M
1st LIFESTYLE SELECT	\$15.00/M
2nd LIFESTYLE SELECT	\$10.00/M
3 MONTH HOTLINE	\$10.00/M
3+ LIFESTYLE SELECTS	\$5.00/M
6 MONTH HOTLINE	\$5.00/M
AGE	\$7.00/M
AGE OF CHILDREN	\$15.00/M
ETHNICITY	\$15.00/M
GENDER/SEX	\$10.00/M
GEO SELECT	\$5.00/M
HOME OWNER	\$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

AVERAGE INCOME

Value **\$60,000.00**

MINIMUM ORDER

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

COMMISSIONS

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

NET NAME ARRANGEMENTS

Net Name is allowed
Floor **85%**
Minimum Quantity **25,000**
Run Charges **\$10.00/M**

EXCHANGES

Exchange is not allowed

MANAGER

Datamatrix Lists

REUSE

Reuse is allowed

GENDER

Male **60%**
Female **40%**

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
★ Joe Borelli Datamatrix Lists	Dir of List Mgmt	sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact