

Vegetarian Living

MID: 893718-000

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

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	sales@datamatrixlists.com

----- SUMMARY DESCRIPTION -----

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

----- 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.

SRDS Classification

USA Consumer 556 Health

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

Source	Note
Compiled	Lifestyle Questionnaire

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

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

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

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
FTP	\$50.00		fee	
CD ROM	\$50.00		fee	

----- RESTRICTIONS -----

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

----- UPDATE SCHEDULE -----

Updated monthly.