

Wealthy Homemakers - Mail Responders

MID: 890252-000

----- 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	1,177,206	\$70.00
Presence of children	541,209	+10.00
125K+ income	675,268	+10.00
Net name arrangement (minimum 25,000), 85%.		

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

Selections	Rate	Per	Unit	Note
30 Day Hotline	\$15.00	M	extra	
3 Month Hotline	\$10.00	M	extra	
6 Month Hotline	\$5.00	M	extra	
Age	\$7.00	M	extra	
Age Of Children	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Net Worth	\$25.00	M	extra	
Number Of Children	\$15.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$3.00	M	extra	
Education	\$15.00	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 -----

Mail-responsive housewives in affluent families.
 100% female.

----- DATACARD DESCRIPTION -----

THANKS TO WEALTH IN THE FAMILY, THESE HOMEMAKERS HAVE THE LUXURY OF LEADING A LIFE WITHOUT THE STRESSES OF A FULL-TIME CAREER. THEY ARE OFTEN CENTRAL WHEN IT COMES TO PURCHASE-MAKING DECISIONS FOR THE FAMILY. 'WEALTHY HOMEMAKERS' IS A MULTI-SOURCED LIST THAT IS COMPRISED OF 100% MAIL RESPONDERS. WITH A MINIMUM HOUSEHOLD INCOME OF \$75,000, MUCH OF THEIR TIME IS SPENT MAINTAINING AN AESTHETICALLY APPEALING HOUSE, PROVIDING A COMFORTABLE HOME ENVIRONMENT AND TAKING CARE OF THE CHILDREN. THIS CONSUMER GROUP HAS CHIEF PURCHASING POWER WHEN IT COMES TO HOUSEHOLD APPLIANCES, HOME DÉCOR AND IMPROVEMENTS, INTERIOR DESIGN, LANDSCAPING AND OFTEN NEW AUTOMOBILES AND VACATION DESTINATIONS. AS WELL, MOST PURCHASES FOR THE CHILDREN ARE MADE BY THESE HOUSEWIVES, SUCH AS TOYS, BEDROOM FURNITURE, CLOTHING, ETC. THIS IS ALSO A PERFECT MARKET FOR COSMETICS, JEWELRY, GYM MEMBERSHIPS AND OTHER PERSONAL LUXURIES.

SRDS Classification

USA Consumer 612 Women's

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

Source	Note
Compiled	Multi-sourced

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

20% commission to brokers. 15% commission to agencies.

----- 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	

CD ROM	\$50.00	fee
FTP	\$50.00	fee
Cartridge	\$50.00	fee

----- **RESTRICTIONS** -----

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