

Working Parents By CRN

MID: 889099-000

----- 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	7,112,724	\$70.00
30 Day hotline	157,224	+15.00
3 Month hotline	523,011	+10.00
6 Month hotline	852,632	+5.00
100.00K+ income	1,821,097	+7.00
125.00K+ income	1,126,491	+10.00

Net name arrangement (minimum 25,000), 85%.

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

Selections	Rate	Per	Unit	Note
Monthly 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	
Dwelling Type	\$15.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Length Of Residence	\$15.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Occupation	\$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 -----

Dual-income families with children present in the household.

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

DUAL INCOME FAMILIES ARE KNOWN TO BE ONE OF THE MOST RELIABLE DIRECT MARKETING SEGMENTS IN AMERICA. WITH PARENTS WORKING, CHILDREN TO ATTEND TO, DAILY ERRANDS AND FAMILY RESPONSIBILITIES; IT LEAVES NO TIME FOR THE CASUAL SHOPPER. THIS MARKET GROUP NEEDS SERVICES AND MAIL ORDER PRODUCTS TO HELP MANAGE THEIR BUSY LIVES. THROUGH SELF REPORTED DATA, CONSUMER RESPONSE NETWORK HAS TARGETED TRUE MAIL ORDER RESPONDERS WITHIN THIS THRIVING MARKET. FURTHER IDENTIFY YOUR TARGET GROUP WITH: AGE OF CHILD, NUMBER OF CHILDREN, INCOME AND LIFESTYLE INTERESTS SUCH AS HOME DECOR, SPORTS, BOATING, OUTDOORS, TRAVEL, EXERCISE, HEALTHY EATING, PETS, ETC. THIS CONSUMER GROUP IS A PRIME MARKET FOR CHILDCARE, CLEANING SERVICES, LANDSCAPING, HOME IMPROVEMENT, INTERIOR DESIGN, AND ANY OTHER TIME-SAVING OR CONVENIENCE SERVICES AVAILABLE. ALSO, THEY ARE PERFECT CANDIDATES FOR INSURANCE AND INVESTMENT OPPORTUNITIES, TRAVEL OFFERS (FOR BOTH VACATION AND BUSINESS), AND VARIOUS MAIL ORDER PRODUCTS AND SERVICES.

SRDS Classification

USA	Consumer	520	Children
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----- LIST SOURCE -----

Source	Note
Compiled	Multi-sourced

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

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

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

Available Media	Rate	Per Unit	Note
Pressure Sensitive Labels	\$15.00	fee	
E-mail	\$50.00	fee	
Diskette	\$50.00	fee	

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

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

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

----- **UPDATE SCHEDULE** -----

Updated monthly.