

Working Parents By CRN

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.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
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
Monthly Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Dwelling Type	\$15.00	M
Ethnicity	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
Length Of Residence	\$15.00	M
Lifestyle Select	\$15.00	M
Occupation	\$15.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Multi-sourced
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METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	
E-mail	\$50.00	
Diskette	\$50.00	
Cartridge	\$50.00	
CD ROM	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

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

RESTRICTIONS

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

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