

Datamatrix 2017



Young at Heart - Active Grandparents

A listing of grandparents who partake in active hobbies. 30%
BROKER COMMISSION!



SEGMENTS

3,854,752	Total Universe / Universe Rate	\$70.00/M
	30 Day Hotline	+ \$15.00/M
	3 Month Hotline	+ \$10.00/M
	6 Month Hotline	+ \$5.00/M
	Interests:	
232,389	Biking	+ \$15.00/M
378,510	Boating/Sailing	+ \$15.00/M
945,716	Camping/Hiking	+ \$15.00/M
5,086	Extreme Sports	+ \$15.00/M
1,244,272	Fishing	+ \$15.00/M
914,205	Golf	+ \$15.00/M
176,349	Horseback Riding	+ \$15.00/M
1,061,293	Hunting	+ \$15.00/M
283,932	Motorcycling	+ \$15.00/M
10,281	Team Sports	+ \$15.00/M
268,085	Running/Jogging	+ \$15.00/M
24,071	Skiing	+ \$15.00/M
2,503	Soccer	+ \$15.00/M
78,959	Tennis	+ \$15.00/M
2,476,335	Travel	+ \$15.00/M
68,153	Aerobic Exercise	+ \$15.00/M
1,533,789	Walking Exercise	+ \$15.00/M
53,423	Scuba Diving	+ \$15.00/M
394,398	Sporty Living	+ \$15.00/M
44,015	Water Sports	+ \$15.00/M

ID NUMBERS

Manager ID	223348
NextMark ID	347585
mIn ID	890274-000
SRDS ID	

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 **12/20/2007**
Last Update **01/08/2018**
Next Update **03/31/2018**
Update Frequency **QUARTERLY**

DESCRIPTION

A unique consumer group, these individuals are in their golden years but remain young at heart. The presence of a grandchild ranks high on their list of priorities and this helps keep them active. As well, vigorous and exciting hobbies keep them occupied when they aren't spoiling the youngsters. This market, mostly retired, has plenty of time to spend the money they've saved through a lifetime of working and cash in on their investments. Since they're still active, they want to experience the many things that life has to offer and have no problem spending the money to do so. Perfect candidates for travel opportunities as well as any products or services related to their hobbies or that can help them stay active and enjoy this prime time of their life. Additionally, their grandchildren are often the focus of their generosity, making this group an excellent market for mail order toys, clothing or any products that will help them indulge the family's youngest generation.

SELECTS

AGE **\$7.00/M**
ETHNICITY **\$15.00/M**

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

GENDER/SEX **\$10.00/M**
 GEO SELECT **\$5.00/M**
 HOME OWNER **\$15.00/M**
 HOME VALUE **\$15.00/M**
 INCOME SELECT **\$7.00/M**
 LIFESTYLE SELECT **\$15.00/M**
 MARITAL STATUS **\$10.00/M**
 NET WORTH **\$30.00/M**

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

Male **50%**
 Female **50%**

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

REUSE

Reuse is allowed
 Minimum Quantity **0**
 Run Charge

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