

## Young At Heart - Active Grandparents

### DATACARD DESCRIPTION

A LISTING OF GRANDPARENTS WHO PARTAKE IN ACTIVE HOBBIES.  
 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.

50% male, 50% female.

### SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

UPDATED Jul 27, 2010  
 DATE VERIFIED Jul 27, 2010

Selections	Counts	Price per/M
Universe	3,854,752	\$70.00
<b>Interests:</b>		
Biking	232,389	+15.00
Boating/sailing	378,510	+15.00
Camping/hiking	945,716	+15.00
Extreme sports	5,086	+15.00
Fishing	1,244,272	+15.00
Golf	914,205	+15.00
Horseback riding	176,349	+15.00
Hunting	1,061,293	+15.00
Motorcycling	283,932	+15.00
Team sports	10,281	+15.00
Running/jogging	268,085	+15.00
Skiing	24,071	+15.00
Soccer	2,503	+15.00
Tennis	78,959	+15.00
Travel	2,476,335	+15.00
Aerobic exercise	68,153	+15.00
Walking exercise	1,533,789	+15.00
Scuba diving	53,423	+15.00
Sporty living	394,398	+15.00
Water sports	44,015	+15.00

85% net names on orders of 25,000 or more records.

### OTHER SELECTIONS

Selections	Rate	Per
30 Day Hotline	\$15.00	M
3 Month Hotline	\$10.00	M
6 Month Hotline	\$5.00	M
Age	\$7.00	M
Ethnicity	\$15.00	M
Gender	\$15.00	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
Key Coding	\$3.00	M

**LIST SOURCE**

Compiled	<b>Note</b> Lifestyle Questionnaire
----------	--

**METHOD OF ADDRESSING**

<b>Available Media</b>	<b>Rate</b>	<b>Per</b>
Cartridge	\$50.00	
CD-ROM	\$50.00	
Diskette	\$50.00	
E-mail	\$50.00	
FTP	\$50.00	
Pressure Sensitive Labels	\$15.00	M

**UPDATE SCHEDULE**

Monthly

**COMMISSION, CREDIT POLICY**

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

**RESTRICTIONS**

Telemarketing is not 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](mailto:sales@datamatrixlists.com) Key Contact Email

**MID** 890274 000