

Young At Heart - Active Grandparents

MID: 890274-000

----- 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	3,854,752	\$70.00
Interests:		
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	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	
Ethnicity	\$15.00	M	extra	
Gender	\$15.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Home Value	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	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 -----

Grandparents who partake in active hobbies.
 50% male, 50% female.

----- 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.

SRDS Classification

USA Consumer 565 Mature Market

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

Source	Note
Compiled	Lifestyle Questionnaire

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

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

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

Available Media	Rate	Per Unit	Note
Cartridge	\$50.00	fee	
CD-ROM	\$50.00	fee	

Diskette	\$50.00	fee
E-mail	\$50.00	fee
FTP	\$50.00	fee
Pressure Sensitive Labels	\$15.00	M extra

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

Telemarketing is not allowed.

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

Updated monthly.