

## Affluent Outdoor Enthusiasts

Comprehensive listing of wealthy, active individuals who enjoy spending time outdoors. Datamatrix Lists offers 30% BROKER COMMISSION!

### SEGMENTS

<b>1,883,125</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>0</b>	30 Day Hotline	\$15/M
<b>715,766</b>	3 Month Hotline	\$10/M
<b>1,033,967</b>	6 Month Hotline	\$5/M
<b>80,997</b>	Bicycling/Mountain Biking	\$15/M
<b>295,378</b>	Boating/Sailing	\$15/M
<b>439,789</b>	Camping/Hiking	\$15/M
<b>467,987</b>	Fishing	\$15/M
<b>876,321</b>	Hunting	\$15/M
<b>159,833</b>	Motorcycling	\$15/M
<b>367,953</b>	Recreational Vehicles	\$15/M
<b>120,733</b>	Running	\$15/M
<b>126,935</b>	Skiing	\$15/M
<b>467,833</b>	Walking(Exercise)	\$15/M
<b>196,798</b>	Wildlife/Environment	\$15/M
<b>89,655</b>	Equestrian	\$15/M
<b>68,936</b>	Aerobics	\$15/M
<b>29,141</b>	Scuba Diving	\$15/M
<b>658,112</b>	Golf	\$15/M
<b>993,211</b>	Income Select	\$10/M

### ID NUMBERS

MANAGER	
NEXTMARK ID	<b>221634</b>
MIN ID	<b>141497</b>
SRDS ID	<b>889905-000</b>

### MEDIA TYPE

Consumer	
----------	---

### SOURCE

Multi Sourced, Lifestyle questionnaire, Compiled lists

### GEOGRAPHY

United States

### OPT-IN

### MAINTENANCE

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	<b>09/01/2014</b>

### DATA CARD MAINTENANCE

NEW TO SYSTEM	<b>12/04/2007</b>
LAST UPDATE	<b>09/08/2014</b>
NEXT UPDATE	<b>12/01/2014</b>
UPDATE FREQUENCY	<b>Quarterly</b>
















### DESCRIPTION

With minimum income of over \$75,000, these active and often adventurous consumers enjoy spending their free time in the great outdoors. Always willing to try something new, this group spends their substantial discretionary income on anything that can help them pursue their interests and remain active. Even when stuck inside, they are constantly researching their hobbies and looking for new activities to participate in. This group enjoys everything from camping, hiking, hunting and skiing to jogging, motorcycling, recreational vehicles and travelling. These wealthy adventurers are perfect candidates for trip offers, sporting equipment and outdoor gear, sports utility vehicles, boats, all terrain vehicles, RVs, etc. They are also a prime market for insurance and investment offers, credit cards, and loans to cover their big ticket purchases.

Visit our website at [www.datamatrixlists.com](http://www.datamatrixlists.com).

### PROFILE

#### Lifestyle

Bicycling/Mountain Biking	<b>82,005</b>	
Boating/Sailing	<b>297,201</b>	
Camping/Hiking	<b>454,324</b>	
Fishing	<b>472,308</b>	
Hunting	<b>900,369</b>	
Motorcycling	<b>161,283</b>	
Recreational Vehicles	<b>375,378</b>	
Running	<b>122,637</b>	
Skiing	<b>128,479</b>	
Walking(Exercise)	<b>471,994</b>	
Wildlife/Environment	<b>198,394</b>	
Equestrian	<b>90,371</b>	
Aerobics	<b>70,173</b>	
Scuba Diving	<b>30,425</b>	
Golf	<b>659,654</b>	

### SELECTS

\$200K+	\$15/M
\$250K+	\$15/M
\$400K+	\$15/M
\$500K+	\$20/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M

### AVERAGE INCOME

VALUE	<b>75,000</b>
-------	---------------

### MINIMUM ORDER

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

### COMMISSIONS

BROKER	30%
AGENCY	15%

# Datamatrix Lists Datacards

Joe Borelli

Home Value	\$15/M
Mail Order Buyer	\$15/M
MARITAL STATUS	\$10/M
Net Worth	\$25/M
OCCUPATION	\$15/M
PRESENCE OF CHILDREN	\$10/M
Lifestyle	\$0/M

## MANAGER

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

## GENDER

MALE	60%
FEMALE	40%

## NET NAME ARRANGEMENTS

### NET NAME IS ALLOWED

FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$0/M

## EXCHANGES

### EXCHANGE IS NOT ALLOWED

## REUSE

### REUSE IS ALLOWED

MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

## CANCELLATION

CHARGES	\$0/M
---------	-------

## KEY CODING

### KEY CODING IS AVAILABLE

CHARGES	\$3/M
---------	-------

## ADDRESSING

EMAIL	\$50/F
FTP	\$75/F

## SPECIAL INSTRUCTIONS

## CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
Joe Borelli *	Dir of List	sales@datamatrixlists.com	(732) 940-1500	
Datamatrix Lists	Mgmt			

\* = PRIMARY CONTACT