

A Fresh Start - Newly Divorced

"A FRESH START" TARGETS ONE OF THE FASTEST GROWING, UNTAPPED MARKETS IN AMERICA; THE NEWLY DIVORCED.

30% LIST BROKER COMMISSION!


SEGMENTS

69,416	TOTAL UNIVERSE / UNIVERSE RATE	\$65/M
13,002	Income 75K+	\$7/M
6,711	Income 100K+	\$7/M
43,426	Presence of children	\$10/M
48,160	Home owner	\$15/M
12,298	Home value 250K+	\$15/M
37,224	Home improvement interest	\$15/M
11,301	Cultural/arts interest	\$15/M
35,624	Outdoor/exercise interest	\$15/M

ID NUMBERS

MANAGER	
NEXTMARK ID	301048
MIN ID	139392
SRDS ID	899654-000

MEDIA TYPE

Consumer	
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SOURCE

Compiled lists, Lifestyle questionnaire

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	01/10/2011
NEW TO MANAGER	01/10/2011
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE

NEW TO SYSTEM	01/19/2011
LAST UPDATE	09/22/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly



DESCRIPTION

"A FRESH START" TARGETS ONE OF THE FASTEST GROWING, UNTAPPED MARKETS IN AMERICA; THE NEWLY DIVORCED. THIS OVERLOOKED LIFE-STAGE REQUIRES INDIVIDUALS TO START OVER, RESTOCKING FURNITURE, HOUSEHOLD ITEMS, CHILDREN'S TOYS AND CLOTHES, ETC. THIS IS VIRTUALLY THE SAME MARKETING





OPPORTUNITY AS NEW MOVERS OR NEWLY MARRIED! THE FILE IS ENHANCED WITH SELF REPORTED LIFESTYLE AND DEMOGRAPHIC DATA TO HELP PINPOINT A MAILERS EXACT TARGET. A FRESH START - NEWLY DIVORCED IS PERFECT FOR MAILERS OF: HOME DECOR, ELECTRONICS, INSURANCE, CREDIT CARDS, REAL ESTATE, FINANCIAL SERVICES AS WELL AS ANY OTHER MAILER SEARCHING FOR RECEPTIVE CONSUMERS IN A PRIME BUYING MODE.
50% male, 50% female.

PROFILE

Income

\$75K+	13,002	
\$100K+	6,711	

Interests

Wine Enthusiast	4,157	
Home Improvement Interest	37,224	
Cultural/Arts Interest	11,301	
Outdoor/Exercise Interest	35,624	

SELECTS

1 Month Hotline	\$15/M
3 Month Hotline	\$10/M
6 Month Hotline	\$5/M
Age	\$5/M
Childs Age	\$15/M
County	\$5/M
Dwelling Size/Type	\$7/M
Email	\$50/M
Ethnic/Ethnicity	\$15/M
Gender/Sex	\$15/M
Household Income	\$7/M
Key Coding	\$3/M
Lifestyle	\$15/M
Presence of Child	\$5/M
SCF	\$5/M

AVERAGE INCOME

VALUE	0
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$0

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED	
FLOOR	80
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

Datamatrix Lists Datacards

Joe Borelli

State	\$5/M
Zip	\$5/M
Income	\$0/M
Interests	\$0/M

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

GENDER

MALE	50%
FEMALE	50%

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED

MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION

CHARGES	\$0/M
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KEY CODING

KEY CODING IS AVAILABLE

CHARGES	\$3/M
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ADDRESSING

Nth Name	\$0
Carrier Route Code	\$0
CASS Cert/Bar Coding	\$0
Zip + 4	\$0
FTP	\$75/F
EMAIL	\$50/F

SPECIAL INSTRUCTIONS

CONTACTS

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Datamatrix Lists				

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