

American DIY Auto & Home

These people have a passion for auto repairs and improving their homes and just doing things on their own. Selections include: Vehicle Make, Vehicle Year, Age of home and all demographics.

SEGMENTS

1,804,727	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
1,315,841	DIY Home Improvement	\$15/M
487,886	DIY Auto	\$15/M
285,525	Vehicles Owned 2+	\$15/M
198,256	Vehicles Owned 3+	\$15/M
88,628	Chevrolet	\$15/M
104,919	Ford	\$15/M
33,117	Dodge	\$15/M
16,353	GMC	\$15/M
22,986	Honda	\$15/M
29,970	Toyota	\$15/M
300,000	All Other Car MFGs	\$15/M

ID NUMBERS

MANAGER	
NEXTMARK ID	276477
MIN ID	347528
SRDS ID	924679-000

MEDIA TYPE

Consumer	 
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SOURCE

Compiled lists, Lifestyle questionnaire, Multi Sourced

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

NEW TO SYSTEM	11/09/2009
LAST UPDATE	09/09/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

These self motivated, can-do individuals receive enjoyment while saving money on many of the typical auto and home improvements others may hire someone else to do. Connect with consumers who value their most important assets; their home and vehicle. These are Ideal prospects for Home Improvement and automobile catalogs, how to publications, credit cards, as well as continuing education programs.

PROFILE

SELECTS

Age	\$7/M
Dwelling Size/Type	\$5/M
Ethnic/Ethnicity	\$15/M
Gender/Sex	\$10/M
Home Owner	\$15/M
Home Value	\$15/M
Household Income	\$7/M
Length of Residence	\$15/M
Lifestyle	\$15/M
Make	\$15/M
Marital Status	\$10/M
Model Year	\$15/M
Motor Vehicle/RV Related	\$15/M
Phone Number	\$25/M
Presence of Child	\$10/M
SCF	\$5/M
State	\$5/M
Year Built	\$15/M
Zip	\$5/M

MANAGER

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

GENDER

MALE	80%
FEMALE	20%

AVERAGE INCOME

VALUE	35,000
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED	
FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$8/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS NOT ALLOWED

CANCELLATION

CHARGES	\$0/M
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KEY CODING

KEY CODING IS AVAILABLE	
CHARGES	\$3/M

ADDRESSING

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

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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