

Datamatrix Lists Datacards

Joe Borelli

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			

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	ID NUMBERS		
	MANAGER		
	NEXTMARK ID	2764	77
	MIN ID	3475	28
M	SRDS ID	924679-0	000
M			
M	MEDIA TYPE		
M	Consumer	=	7#X
M	SOURCE		
M		1	
M	Compiled lists, Lifestyle questionnaire, Multi Source	ea	
M	GEOGRAPHY		
M	United States		
M			
M	OPT-IN		
M			
	MAINTENANCE		
	MARKET ENTRY		
	NEW TO MANAGER		
	COUNTS THROUGH	09/01/20	14

 DATA CARD MAINTENANCE

 NEW TO SYSTEM
 11/09/2009

 LAST UPDATE
 09/09/2014

 NEXT UPDATE
 12/31/2014

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

Age \$7/M VALUE 35,000 Dwelling Size/Type \$5/M MINIMUM ORDER Ethnic/Ethnicity \$15/M MINIMUM QUANTITY 3,000 Gender/Sex \$10/M MINIMUM PRICE \$250 Home Owner \$15/M COMMISSIONS BROKER 30% Household Income \$15/M BROKER 30% Length of Residence \$15/M AGENCY 15% Lifestyle \$15/M NET NAME ARRANGEMENTS NET NAME IS ALLOWED	SELECTS		AVERAGE INCOME	
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MINIMUM PRICE \$250	•		MINIMUM QUANTITY	3,000
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·				\$50/F

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SPECIAL INSTRUCTIONS

CONTACTS

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