

Americas Top 1%

Americans who meet strict criteria for elite financial status. 30% BROKER COMMISSION!

SEGMENTS

799,108	TOTAL UNIVERSE / UNIVERSE RATE	\$85/M
13,256	30 Day Hotline	\$15/M
48,191	3 Month Hotline	\$10/M
73,648	6 Month Hotline	\$5/M
0	Art Collectors	\$15/M
0	Wine Connoisseurs	\$15/M
0	Boaters	\$15/M
0	Golfers	\$15/M
0	Pet Owners	\$15/M
0	Foreign Travelers	\$15/M
0	Domestic Travelers	\$15/M
0	Luxury Car Owners	\$15/M
0	Donate to Charity	\$15/M
0	Investors	\$15/M

ID NUMBERS

MANAGER	
NEXTMARK ID	226219
MIN ID	141781
SRDS ID	891278-000

MEDIA TYPE

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

SOURCE

Multi-sourced. Compiled lists

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

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

DATA CARD MAINTENANCE

NEW TO SYSTEM	02/05/2008
LAST UPDATE	09/09/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

America's Top 1% delivers marketers access to the highest level consumers in the country. Datamatrix Lists offers one of the most current and complete listings of financially successful individuals, this file is compiled using stringent guidelines including income, net worth and home value, as well as various other proprietary criteria. These consumers are not just wealthy; they are the top tier of American society. Living lives that most just dream about, these individuals seek the finest things in life and can afford them without batting an eye. America's Top 1% is an exceptional source for fundraising, business/leisure periodicals, travel offers, and luxury items such as sports & luxury cars, yachts/boats, high-end jewelry, aircraft, art/antiques and designer clothing. Also, the perfect candidates for investment and insurance opportunities.

PROFILE

LIFESTYLE SELECT (\$15/M)

- Art Collectors
- Wine Connoisseurs
- Boaters
- Golfers
- Pet Owners
- Foreign Travelers
- Domestic Travelers
- Luxury Car Owners
- Donate to Charity
- Investors

SELECTS

\$200K+	\$5/M
\$400K+	\$10/M
\$500K+	\$10/M
\$1MM+	\$25/M
\$2MM+	\$25/M
12 MONTH HOTLINE	\$0/M
3 MONTH HOTLINE	\$10/M
6 MONTH HOTLINE	\$5/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
DONOR	\$15/M
DWELLING TYPE	\$15/M
ETHNICITY	\$15/M
GENDER OF CHILD	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M

AVERAGE INCOME

VALUE	0
-------	----------

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	\$10/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

Datamatrix Lists Datacards

Joe Borelli

HOUSE VALUE	\$15/M
LENGTH OF RESIDENCE	\$15/M
LIFESTYLE SELECT	\$15/M
MAIL ORDER BUYERS	\$15/M
MARITAL STATUS	\$10/M
MONTHLY HOTLINE	\$15/M
NET WORTH	\$25/M
NUMBER OF CHILDREN	\$15/M
OCCUPATION	\$15/M
PRESENCE OF CHILDREN	\$10/M

REUSE	
REUSE IS ALLOWED	
MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION	
CHARGES	

KEY CODING	
KEY CODING IS AVAILABLE	
CHARGES	\$3/M

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

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

GENDER	
MALE	60%
FEMALE	40%

SPECIAL INSTRUCTIONS	
-----------------------------	--

CONTACTS

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

* = PRIMARY CONTACT