

Americas Top 5%

High Level Earners. 30% BROKER COMMISSION!

SEGMENTS		ID NUMBERS
17,946,052	TOTAL UNIVERSE / UNIVERSE RATE	MANAGER
	\$80/M	NEXTMARK ID 212472
		MIN ID 131004
354,964	30 Day Hotline	SRDS ID 884657-000
1,271,267	3 Month Hotline	
1,839,894	6 Month Hotline	MEDIA TYPE
4,421,026	\$200 K+	Consumer
2,614,852	\$250 K+	
834,857	Art Collectors	SOURCE
687,542	Wine Connoisseurs	Multi-sourced. Compiled lists
1,895,264	Boaters	
4,251,069	Golfers	GEOGRAPHY
6,136,725	Pet Owners	United States
3,085,491	Foreign Travelers	
7,862,149	Domestic Travelers	OPT-IN
1,246,825	Luxury Car Owners	
415,302	Donate to Charity	MAINTENANCE
14,123,582	Professionals	MARKET ENTRY
		NEW TO MANAGER
3,021,498	Investors	COUNTS THROUGH 09/01/2014
7,145,283	Presence of Children	
730,412	\$400K+	DATA CARD MAINTENANCE
862,317	\$500K+	NEW TO SYSTEM 07/02/2007
0	\$1MM+	LAST UPDATE 09/09/2014
0	\$2MM+	NEXT UPDATE 12/31/2014
		UPDATE FREQUENCY Quarterly

DESCRIPTION

America's Top 5% delivers marketers access to one of the most current and complete listings of financially successful individuals across America. This Datamatrix List is composed of more than 75% elite professionals who are still in the workforce earning six-figure incomes. These wealthy Americans seek the finer things in life and have the discretionary income to attain them. Wealthy consumers are exceptional prospects for fundraising, business periodicals, travel offers, and luxury items including sports cars, yachts, and high-end jewelry.

PROFILE

LIFESTYLE SELECT (\$15/M)

Art Collectors	834,857
Wine Connoisseurs	687,542
Boaters	1,895,264
Golfers	4,251,069
Pet Owners	6,136,725
Foreign Travelers	3,085,491
Domestic Travelers	7,862,149
Luxury Car Owners	1,246,825
Donate to Charity	415,302
Professionals	14,123,582
Investors	3,021,498

SELECTS

\$400K+	\$10/M
\$500K+	\$15/M
12 MONTH HOTLINE	\$0/M
3 MONTH HOTLINE	\$10/M
6 MONTH HOTLINE	\$5/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
CREDIT CARD BUYERS	\$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
HOUSE VALUE	\$15/M
INCOME SELECT	\$7/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

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

MANAGER

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

GENDER

MALE	60%
FEMALE	40%

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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Datamatrix Lists	Mgmt			

* = PRIMARY CONTACT

REUSE

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

CANCELLATION

CHARGES

KEY CODING

KEY CODING IS AVAILABLE	
CHARGES	\$3/M

ADDRESSING

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

SPECIAL INSTRUCTIONS