

College Years - Students by Lifestyle/Interest

List of college students by lifestyle selection. 30% BROKER COMMISSION!

SEGMENTS		ID NUMBERS
894,097	TOTAL UNIVERSE / UNIVERSE RATE	MANAGER
0	30 Day Hotline	NEXTMARK ID 223684
0	3 Month Hotline	MIN ID 347544
0	6 Month Hotline	SRDS ID 890273-000
121,816	Biking	\$5/M
143,135	Camping	\$15/M
53,621	Casino Gambling	\$15/M
88,492	Cultural/Art Events	\$15/M
22,439	Politics	\$15/M
108,947	Electronics	\$15/M
101,265	Fashion	\$15/M
181,096	Travel	\$15/M
61,514	Money-Making Opportunities	\$15/M
248,070	Physical Fitness	\$15/M
63,988	Skiing	\$15/M
172,631	Sports Fan	\$15/M
		MEDIA TYPE
		Consumer
		SOURCE
		Multi Sourced, Lifestyle questionnaire, Compiled lists
		GEOGRAPHY
		United States
		OPT-IN
		MAINTENANCE
		MARKET ENTRY
		NEW TO MANAGER
		COUNTS THROUGH 09/01/2014
		DATA CARD MAINTENANCE
		NEW TO SYSTEM 12/27/2007
		LAST UPDATE 09/09/2014
		NEXT UPDATE 12/31/2014
		UPDATE FREQUENCY Quarterly

DESCRIPTION

These students, ages 18-24, are in that transitional period between childhood and adulthood where they are establishing their brand loyalties and purchasing habits that will last the rest of their lives. Many are living on their own for the first time and trying to balance school with fun, while their parents pay the bills. Since they don't yet have to worry about the responsibilities of adulthood, both financial and otherwise, they are more likely to spend any extra income they have on their interests and hobbies. This Datamatrix List consumer group is extremely open to trying new products and services as well as purchasing in new ways, such as through the mail or over the internet. This techno-savvy age group is the prime market for cutting-edge electronics, the latest clothing and accessories, and anything else that can help keep them ahead of their peers, not to mention any education related items. Since this list is selectable by lifestyle choice, you can further narrow down your target market to reach a specific segment. Also, the first lifestyle select is included in the base price, such as: camping, casinos, art, politics, electronics, fashion, travel, sports, exercise, etc. Students are the perfect candidates for loan and investment offers, as these young adults are beginning their financial journey through life and are trying to make the best possible decisions to help them in the future.

PROFILE

SELECTS	AVERAGE INCOME
1st LIFESTYLE SELECT \$0	VALUE 0
2nd LIFESTYLE SELECT \$15/M	MINIMUM ORDER
3rd LIFESTYLE SELECT \$10/M	MINIMUM QUANTITY 3,000
4+ LIFESTYLE SELECTS \$5/M	MINIMUM PRICE \$250
AGE \$7/M	COMMISSIONS
ETHNICITY \$15/M	BROKER 30%
GENDER/SEX \$10/M	AGENCY 15%
GEO SELECT \$5/M	NET NAME ARRANGEMENTS
INCOME SELECT \$7/M	NET NAME IS ALLOWED
MARITAL STATUS \$10/M	FLOOR 85
MANAGER	MINIMUM QUANTITY 25,000
Datamatrix Lists	RUN CHARGES \$10/M
http://www.datamatrixlists.com	EXCHANGES
GENDER	EXCHANGE IS NOT ALLOWED
MALE 50%	REUSE
FEMALE 50%	REUSE IS ALLOWED
	MINIMUM QUANTITY 0
	RUN CHARGE \$0/M
	CANCELLATION
	CHARGES \$0/M

KEY CODING

KEY CODING IS AVAILABLE

CHARGES \$3/M

ADDRESSING

EMAIL \$50/F

FTP \$75/F

SPECIAL INSTRUCTIONS

CONTACTS

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