

Consumers Choice

Comprehensive database of American households by lifestyle and demographic selections.
BASE PRICE INCLUDES ONE LIFESTYLE SELECT. 30% BROKER COMMISSION!

ID NUMBERS

MANAGER	
NEXTMARK ID	213577
MIN ID	131002
SRDS ID	885489-000

MEDIA TYPE

Consumer  

SOURCE

Multi Sourced from Purchasing Data and Lifestyle. 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	07/16/2007
LAST UPDATE	09/09/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

SEGMENTS		
56,275,669	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
4,582,604	1 Month Hotline	\$15/M
14,384,672	3 Month Hotline	\$10/M
23,176,851	6 Month Hotline	\$5/M
0	Woodworking	\$15/M
0	Travel (Specific Types Available)	\$15/M
0	Theater	\$15/M
0	Sweepstakes	\$15/M
0	Tobacco User	\$15/M
0	Sewing/Knitting	\$15/M
0	Current Science Topics	\$15/M
0	Religious	\$15/M
0	RVs	\$15/M
0	Parenting	\$15/M
0	Cat Owners	\$15/M
0	Dog Owners	\$15/M
0	Photography	\$15/M
0	Reading (Specific Interests Available)	\$15/M
0	Spectator Sports:	\$0/M
0	Baseball	\$15/M
0	Basketball	\$15/M
0	Football	\$15/M
0	Hockey	\$15/M
0	Racing	\$15/M
0	Soccer	\$15/M
0	Tennis	\$15/M
0	Participate in Sports	\$0/M
0	Equestrian	\$15/M
0	Golf	\$15/M
0	Motorcycling	\$15/M
0	Skiing	\$15/M
0	Arts	\$15/M
0	Automotive/Mechanical	\$15/M
0	Aviation	\$15/M
0	Beauty/Cosmetics	\$15/M
0	Boating	\$15/M
0	Self/Career Improvement	\$15/M
0	Celebrity Lifestyles	\$15/M
0	Christian Values	\$15/M
0	Collectibles (Specific Types Available)	\$15/M
0	Community Involvement	\$15/M
0	Low Fat Cooking	\$15/M
0	Gourmet Cooking	\$15/M
0	General Cooking	\$15/M
0	Crafts	\$15/M
0	Culture & Society	\$15/M
0	Current Events/Politics	\$15/M
0	Dieting	\$15/M
0	Do It Yourself Projects	\$15/M
0	Online Education	\$15/M
0	Electronics/Technology	\$15/M
0	Environment	\$15/M
0	Exercise	\$15/M
0	Vegetarian	\$15/M
0	Wine	\$15/M
0	Natural/Organic Foods	\$15/M
0	Board Games/Puzzles	\$15/M
0	Computer/Video Games	\$15/M
0	Casino Gambling	\$15/M
0	Lottery	\$15/M
0	History/Military	\$15/M
0	Home Decor	\$15/M
0	Home Improvement	\$15/M
0	House Plants	\$15/M

0 Investments (Specific Types Available)	\$15/M
0 Money-Making Opportunities	\$15/M
0 Movies	\$15/M
0 Music	\$15/M
0 Nascar	\$15/M
0 Biking	\$15/M
0 Hiking	\$15/M
0 Fishing	\$15/M
0 Hunting	\$15/M
0 Scuba Diving	\$15/M
0 Water Sports	\$15/M

DESCRIPTION

DATAMATRIX LISTS CONSUMERS CHOICE DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF CONSUMERS BY LIFESTYLE CHOICE ON THE MARKET. THIS FILE IS COMPILED WITH A UNIQUE COMBINATION OF ACTUAL PURCHASE DATA AND INFORMATION PROVIDED THROUGH CUSTOMER SURVEYS AND REGISTRATION CARDS ABOUT THEIR FAVORITE HOBBIES AND ACTIVITIES. WITH MORE THAN 500 LIFESTYLE SELECTIONS AVAILABLE, THIS LIST IS ESSENTIAL TO ANY TELEMARKETING OR DIRECT MAIL CAMPAIGN THAT SEEKS TO TARGET A SPECIFIC CUSTOMER PROFILE OR FIND BUYERS OF SIMILAR PRODUCTS AND SERVICES. THIS MASTERFILE CAN BE SEGMENTED BY NUMEROUS DIFFERENT SELECTIONS TO SUCCESSFULLY PINPOINT YOUR UNIQUE MARKET. THESE RESPONSIVE INDIVIDUALS ARE EXCEPTIONAL PROSPECTS FOR COUNTLESS TYPES OF OFFERS INCLUDING PUBLICATION SUBSCRIPTIONS, MAIL ORDER CATALOGS, INVESTMENT OR INSURANCE OPPORUNITIES, TRAVEL/VACATION OFFERS AND MANY OTHER PRODUCTS AND SERVICES THAT ENHANCE THEIR LIFESTYLES.

PROFILE

Lifestyle

- Cat Owners
- Dog Owners
- Photography
- Reading (Specific Interests Available)
- Baseball
- Basketball
- Football
- Hockey
- Racing
- Soccer
- Tennis
- Participate in Sports
- Equestrian
- Golf
- Motorcycling
- Skiing
- Arts
- Automotive/Mechanical
- Aviation
- Beauty/Cosmetics
- Boating
- Self/Career Improvement
- Celebrity Lifestyles
- Christian Values
- Collectibles (Specific Types Available)
- Community Involvement
- Low Fat Cooking
- Gourmet Cooking
- General Cooking
- Crafts
- Culture & Society
- Current Events/Politics
- Dieting
- Do It Yourself Projects
- Online Education
- Electronics/Technology
- Environment
- Exercise
- Vegetarian
- Wine
- Natural/Organic Foods
- Board Games/Puzzles
- Computer/Video Games
- Casino Gambling

- Lottery
- History/Military
- Home Decor
- Home Improvement
- House Plants
- Investments (Specific Types Available)
- Money-Making Opportunities
- Movies
- Music
- Nascar
- Biking
- Hiking
- Fishing
- Hunting
- Scuba Diving
- Water Sports
- Woodworking
- Travel (Specific types available)
- Theater
- Sweepstakes
- Tobacco User
- Sewing/Knitting
- Current Science Topics
- Parenting
- Religious
- RVs

SELECTS	
1st LIFESTYLE SELECT	\$0
2nd LIFESTYLE SELECT	\$15/M
3rd LIFESTYLE SELECT	\$10/M
4+ LIFESTYLE SELECTS	\$5/M
AGE	\$7/M
AGE OF CHILDREN	\$15/M
AUTOMOTIVE DATA	\$15/M
DWELLING TYPE	\$15/M
EDUCATION	\$15/M
ETHNICITY	\$15/M
GENDER OF CHILD	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
HOME VALUE	\$15/M
HOTLINE - 1 MONTH	\$15/M
HOTLINE - 3 MONTH	\$10/M
HOTLINE - 6 MONTH	\$5/M
INCOME SELECT	\$7/M
LENGTH OF RESIDENCE	\$15/M
MAIL ORDER BUYERS	\$15/M
MARITAL STATUS	\$10/M
MEDICAL AILMENT	\$35/M
NET WORTH	\$25/M
NUMBER OF CHILDREN	\$15/M
PRESENCE OF CHILDREN	\$10/M
SCF	\$5/M
SPOKEN LANGUAGE	\$15/M
STATE	\$5/M
ZIP	\$5/M
Lifestyle	\$0/M

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

GENDER	
MALE	50%
FEMALE	50%

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	
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	
BASE PRICE INCLUDES ONE LIFESTYLE SELECT.	

CONTACTS

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