

Elegant Dining and Wine by CRN

Consumers who take pride in the food they eat and actively search for insight into the culinary world. 30% BROKER COMMISSION!

SEGMENTS

5,803,487	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
0	30 Day Hotline	\$15/M
0	3 Month Hotline	\$10/M
2,705,618	Gourmet Food Enthusiast	\$15/M
2,456,873	Healthy Cooking/Low-Fat Foods	\$15/M
2,416,738	Wine Connoisseurs	\$15/M
329,147	Dine at Home Regularly	\$15/M
11,349	Cigar Aficionados	\$15/M

ID NUMBERS

MANAGER	
NEXTMARK ID	214337
MIN ID	132453
SRDS ID	888412-000

MEDIA TYPE

Consumer	 
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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	07/30/2007
LAST UPDATE	09/09/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

Whether they are sampling the finest wines or savoring the freshest seafood, these food enthusiasts take pride in enjoying the best cuisine the world has to offer and will spend generous sums to feed their appetite for new culinary experiences. CRN's database is composed of culinary-orientated Americans with an average age of 52 who earn a median income of \$100,000 annually and have indicated their interest in eating gourmet foods, cooking healthy meals, drinking wine or smoking cigars. This file is a vital resource for any campaign dealing with food and wine periodicals, wine clubs, high-end restaurants, cookbooks, cigar shops or publications, retail cookware outlets, apparel and entertainment offers, supermarket chains or other products and services that will keep these consumers at the forefront of the culinary world.

PROFILE

SELECTS

AGE	\$7/M
AGE OF CHILDREN	\$15/M
DONOR (type available)	\$15/M
ETHNICITY	\$15/M
GENDER/SEX	\$10/M
GEO SELECT	\$5/M
INCOME SELECT	\$10/M
LIFESTYLE SELECT	\$15/M
MARITAL STATUS	\$10/M
OCCUPATION	\$15/M
PRESENCE OF CHILDREN	\$10/M
NET WORTH	\$30/M

MANAGER

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

GENDER

MALE	50%
FEMALE	50%

AVERAGE INCOME

VALUE	100,000
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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

CONTACTS

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