

Milestones

Consumers who are going through major life-changing events. 30% BROKER COMMISSION!

SEGMENTS			ID NUMBERS
11,258,96	TOTAL UNIVERSE / UNIVERSE RATE	\$85/M	MANAGER
4			NEXTMARK ID 231607
2,475,760	Empty Nesters	\$15/M	MIN ID 139391
201,696	Expectant Parents	\$15/M	SRDS ID 893015-000
4,043,506	Child Approaching High School Graduation	\$15/M	MEDIA TYPE
1,988,882	Intend to Purchase Vehicle	\$15/M	Consumer
3,495,146	New Parent (Selectable by Recency)	\$15/M	SOURCE
139,114	Newlyweds	\$15/M	Multi Sourced, Direct response, Compiled lists
56,083	Recently Divorced	\$15/M	GEOGRAPHY
535,526	Recent Home Buyers	\$15/M	United States
876,534	Recent Mortgage Borrower	\$15/M	OPT-IN
1,323,438	Teen Driver in Household (selectable by gender and area)	\$15/M	MAINTENANCE
			MARKET ENTRY
			NEW TO MANAGER
			COUNTS THROUGH 09/01/2014
			DATA CARD MAINTENANCE
			NEW TO SYSTEM 04/23/2008
			LAST UPDATE 09/10/2014
			NEXT UPDATE 12/31/2014
			UPDATE FREQUENCY Quarterly

DESCRIPTION

'Milestones' is comprised of consumers who are undergoing a major transitional period in their lives. These enormous changes are often accompanied by a large influx in spending and the importance of each event often outweighs any concern over price. Empty Nesters now have the time and freedom to travel, partake in new hobbies or fix up the house. Expectant parents and new parents have everything from baby clothes to toys to furniture to food to purchase for the new addition. Newlyweds are beginning to look at houses or apartments and other large joint purchases. Households with children approaching high school graduation are securing loans for their education and preparing to outfit the graduate with supplies for college. Newlyweds, expectant parents and new parents are perfect targets for insurance offers to protect their loved ones. New car buyers also need insurance and are ideal prospects for any vehicle related services.

PROFILE

SELECTS		AVERAGE INCOME
ETHNICITY	\$15/M	VALUE 0
GENDER OF CHILD	\$15/M	MINIMUM ORDER
GENDER/SEX	\$10/M	MINIMUM QUANTITY 3,000
GEO SELECT	\$5/M	MINIMUM PRICE \$250
HOME OWNER	\$15/M	COMMISSIONS
HOME VALUE	\$15/M	BROKER 30%
INCOME SELECT	\$7/M	AGENCY 15%
LIFESTYLE SELECT	\$15/M	NET NAME ARRANGEMENTS
MARITAL STATUS	\$10/M	NET NAME IS ALLOWED
NUMBER OF CHILDREN	\$15/M	FLOOR 85
RESPONDENT AGE	\$7/M	MINIMUM QUANTITY 25,000
SPOKEN LANGUAGE	\$15/M	RUN CHARGES \$10/M
MANAGER		EXCHANGES
Datamatrix Lists		EXCHANGE IS NOT ALLOWED
http://www.datamatrixlists.com		REUSE
GENDER		REUSE IS ALLOWED
MALE 50%		MINIMUM QUANTITY 0
FEMALE 50%		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

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

* = PRIMARY CONTACT