

**Sporting World - Affluent Sports Fans**

Wealthy fans of various sports. 30% BROKER COMMISSION!

SEGMENTS		ID NUMBERS	
4,241,926	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M	MANAGER
1,986,863	Baseball	\$7/M	NEXTMARK ID
834,017	Hockey	\$7/M	MIN ID
2,541,735	Football	\$7/M	SRDS ID
1,853,499	Basketball	\$7/M	MEDIA TYPE
998,593	Racing	\$7/M	Consumer
152,542	Soccer	\$7/M	SOURCE
148,598	Tennis	\$7/M	Lifestyle questionnaire. Compiled lists
1,555,538	NASCAR	\$7/M	GEOGRAPHY
1,055,831	Collect Sports Memorabilia	\$7/M	United States
		OPT-IN	
		MAINTENANCE	
		MARKET ENTRY	
		NEW TO MANAGER	
		COUNTS THROUGH	
		09/01/2014	
		DATA CARD MAINTENANCE	
		NEW TO SYSTEM	
		04/24/2008	
		LAST UPDATE	
		09/10/2014	
		NEXT UPDATE	
		12/31/2014	
		UPDATE FREQUENCY	
		Quarterly	

**DESCRIPTION**

These active, affluent and avid fans are extremely receptive to any offer for sports merchandise or memorabilia, general sporting goods or athletic gear. With minimum annual income of \$100,000, these consumers are a prime market for large-screen televisions, stereo equipment and other electronics which will enhance their viewing experience, as well as other high ticket items. This is an excellent resource for publication mailings in addition to campaigns for any items catering to the active or wealthy markets.

**PROFILE**

**Sports**

Baseball	1,986,863
Hockey	834,017
Football	2,541,735
Basketball	1,853,499
Racing	998,593
Soccer	152,542
Tennis	148,598
NASCAR	1,555,538
Collect Sports Memorabilia	1,055,831

SELECTS		AVERAGE INCOME	
ETHNICITY	\$15/M	VALUE	0
GENDER OF CHILD	\$15/M	<b>MINIMUM ORDER</b>	
GENDER/SEX	\$10/M	MINIMUM QUANTITY	3,000
GEO SELECT	\$5/M	MINIMUM PRICE	\$250
HOME OWNER	\$15/M	<b>COMMISSIONS</b>	
HOME VALUE	\$15/M	BROKER	30%
INCOME SELECT	\$7/M	AGENCY	15%
LIFESTYLE SELECT	\$15/M	<b>NET NAME ARRANGEMENTS</b>	
MARITAL STATUS	\$10/M	<b>NET NAME IS ALLOWED</b>	
NUMBER OF CHILDREN	\$15/M	FLOOR	85
RESPONDENT AGE	\$7/M	MINIMUM QUANTITY	25,000
SPOKEN LANGUAGE	\$15/M	RUN CHARGES	\$0/M
Sports	\$0/M	<b>EXCHANGES</b>	
		<b>EXCHANGE IS NOT ALLOWED</b>	

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

**GENDER**

MALE	0%
FEMALE	0%

<b>REUSE</b>	
<b>REUSE IS ALLOWED</b>	
MINIMUM QUANTITY	<b>0</b>
RUN CHARGE	<b>\$0/M</b>
<b>CANCELLATION</b>	
CHARGES	
<b>KEY CODING</b>	
<b>KEY CODING IS AVAILABLE</b>	
CHARGES	<b>\$3/M</b>
<b>ADDRESSING</b>	
EMAIL	<b>\$50/F</b>
FTP	<b>\$75/F</b>
<b>SPECIAL INSTRUCTIONS</b>	

**CONTACTS**

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