

**Todays Travelers by CRN**

Consumers who travel frequently for leisure or business. 30% BROKER COMMISSION!

**SEGMENTS**

<b>13,969,264</b>	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
<b>0</b>	30 Day Hotline	\$15/M
<b>0</b>	60 Day Hotline	\$15/M
<b>4,937,168</b>	Domestic Travel	\$15/M
<b>2,384,741</b>	Foreign Travel	\$15/M
<b>2,097,519</b>	Cruise Liner Vacations	\$15/M
<b>1,294,301</b>	Recreational Vehicles (RVs)	\$15/M
<b>273,194</b>	Business Traveler	\$15/M
<b>209,436</b>	Own a Vacation Home	\$15/M

**ID NUMBERS**

MANAGER	
NEXTMARK ID	<b>213944</b>
MIN ID	<b>132896</b>
SRDS ID	<b>886722-000</b>

**MEDIA TYPE**

Consumer	 
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**SOURCE**

Compiled lists, Lifestyle questionnaire

**GEOGRAPHY**

United States

**OPT-IN**

**MAINTENANCE**

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	<b>09/01/2014</b>

**DATA CARD MAINTENANCE**

NEW TO SYSTEM	<b>07/24/2007</b>
LAST UPDATE	<b>09/10/2014</b>
NEXT UPDATE	<b>12/31/2014</b>
UPDATE FREQUENCY	<b>Quarterly</b>

**DESCRIPTION**

These travel enthusiasts love to treat themselves to lavish vacations and are constantly seeking new destinations including exotic ports of call, historic landmarks, theme parks, and sun-soaked islands. They purchase a variety of travel services including airline tickets, cruises, rental cars and hotel reservations. To be included in CRN's extensive database, these consumers responded to various travel offers or filled out questionnaires about their travel experiences. Whether traveling to foreign or domestic locations, these well-traveled Americans have indicated their interest in purchasing timeshares, taking cruises, renting or purchasing recreational vehicles or belonging to frequent flyer clubs. To narrow your search, each lifestyle select on this list can be screened as a favorite, meaning it is the primary interest for the selected individuals. This file is a vital resource for any campaign dealing with travel offers, timeshare opportunities, recreational vehicle rental or ownership, travel publications, trip insurance, travel or cruise agencies, car rental companies and other products or services that will enhance their traveling experiences.

**PROFILE**

**SELECTS**

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

**MANAGER**

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

**GENDER**

MALE	<b>50%</b>
FEMALE	<b>50%</b>

**AVERAGE INCOME**

VALUE	<b>0</b>
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**MINIMUM ORDER**

MINIMUM QUANTITY	<b>3,000</b>
MINIMUM PRICE	<b>\$250</b>

**COMMISSIONS**

BROKER	30%
AGENCY	15%

**NET NAME ARRANGEMENTS**

<b>NET NAME IS ALLOWED</b>	<b>85</b>
FLOOR	
MINIMUM QUANTITY	<b>25,000</b>
RUN CHARGES	\$10/M

**EXCHANGES**

**EXCHANGE IS NOT ALLOWED**

**REUSE**

<b>REUSE IS ALLOWED</b>	<b>0</b>
MINIMUM QUANTITY	
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