



TARGETING



DATA



DIRECT SALES

June 2010

Gewinnprofi



Quantity/Price

Active subscribers	20.000	DM	190,-/1.000
Inactive subscribers	80.000	DM	150,-/1.000

Profile

"Der Gewinnprofi - The Insider-Magazine for raffle, betting etc." is a new magazine which is exclusively available by subscription. The readers pay monthly 14,85 euro to get to know the solutions of different competitions.

Select the winnings you are interested in , write the solution on a post card, send it and win. This slogan which is already working in the "Gewinner-Magazin" is continued in "Der Gewinnprofi".

"Der Gewinnprofi" makes a step further. In addition to the solutions the reader gets background informations to themes of the raffle sector, he gets warned if there are rip-off methods and informed about the newest trends.

The subscribers of "Der Gewinnprofi" want to get challenging entertainment and they are not only satisfied with the sending of post cards.

This group is interesting for offers of ambitious products and services.

Source	Direct mail, Telemarketing, Inserts
Gender	47,5% male/ 52,5% female
Average age	51

Selections

Selection cost	8,-/1.000, min. 155,-
Age	8,-/1.000
Gender	8,-/1.000
Postcode	8,-/1.000

Delivery

E-mail: 30,-
 Delivery time: 5 working days
 Minimum order: 5.000 addresses

Invoicing

70 % of the delivered quantity with a minimum of 5.000 addresses after verification of a merge purge report.

Conditions

List supplied for one off use.
 List is seeded to ensure detection of unauthorised use.
 Minimum order quantity 5.000 names.
 Prices are exclusive of VAT, delivery and selections.
 Mail date & mailing piece required before approval can be given on all mailings.
 All prices in Euro.