



TARGETING



DATA



DIRECT SALES

June 2010

## Gewinner - Magazin



### Quantity/Price

Active subscribers	50.000	DM	170,-/1.000
Inactive subscribers	245.000	DM	125,-/1.000

### Profile

The people in this list have an extraordinary high affinity for sweepstakes, as they pay 14,95 euro each month for the subscription of the magazine, in order to participate in the prize draws.

Winner Magazine: What does it offer to the subscriber?

This is how you can win with the magazine:

In each issue you will find 50 of the most promising sweepstakes for the next weeks. All prizes are presented in detail, including the first prize. You only have to decide which prizes are interesting for you.

In addition, the magazine offers tips and tricks like how to have even greater chances with your postcards, calls or tickets. Just fill in your postcard or make a call and you are in!

Source	Direct mail, Telemarketing
Gender	40% male/ 60% female
Average age	50+
Inserts	on request

### Selections

At random	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.