



TARGETING



DATA



DIRECT SALES

June 2010

Yellow Press



Quantity/Price

Active subscribers	315.000	DM	150,-/1.000
Inactive subscribers	402.000	DM	130,-/1.000
Telemarketing	on request	TM	on request -/1.000

Profile

Nothing is more interesting for people like people and this is the starting point of the so called "Yellow Press"-magazines. Actual reports about celebrities but also stories about people next door are able to enthuse these open minded readers. Exciting entertainment with lots of emotion paired with the enjoyment on competitions and raffles makes these readers interesting especially for mail order and telecommunication companies which are advertising with adequate elements.

The subscribers develop a distinctive customer loyalty which makes this target group interesting for other advertisers, too.

Source	Subscribers
Gender	28% male/ 72% female
Average age	42-60

Selections

Selection costs	9,-/1.000, min. 250,-
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Delivery

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

Invoicing

60 % 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.