



TARGETING



DATA



DIRECT SALES

June 2010

Gesundheitsbewusste Konsumenten



Quantity/Price

Donors / Survey responders	18.100	DM	175,-/1.000
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Profile

The file "Health Conscious Consumers" primarily consists of seniors with a strong affinity to health-related subjects. These people have completed a survey from a national charity and responded by mail. For completing and returning the questionnaire, the responders received a free nutritional guide with tips to lower the risk of cancer. The survey also included an appeal for a donation and half of the responders decided to make a donation. All names have been generated by direct mail addressed to people who have previously purchased or donated by mail.

Currently there aren't new names generated anymore.

Source	Direct mail
Gender	25% male/ 75% female
Average age	45+

Selections

At random, gender, postcode	200,- flat
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Delivery

E-mail: 50,-
 Delivery time: 5 working days
 Minimum order: 5.000 addresses

Invoicing

80 % 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.