



TARGETING



DATA



DIRECT SALES

June 2010

Spendenaffine Akademiker



Quantity/Price

Universe	78.000	DM	140,-/1.000
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Profile

This list exclusively consists of consumers who have an academic (PhD) or high professional status. It can be used for all organizations with different issues. The response rate is usually lower than other lists, but the average donation exceeds the other names by far.

Source	Direct mail
Gender	87% male/ 13% female

Selections

At random	10,25/1.000, min. 100,-
Postcode	10,50/1.000, min. 125,-
Gender	10,50/1.000, min. 125,-
Age	10,95/1.000, min. 100,-
Flagging	3,95/1.000, min. 100,-
Exclusion of previous orders	5,95/1.000, min. 100,-

Delivery

E-mail: 23,-  
 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.