



TARGETING



DATA



DIRECT SALES

June 2010

Social Select



Quantity/Price

Universe	372.000	DM	140,-/1.000
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Profile

This list almost can be called an "evergreen". Well known charities have regularly been using this list for years with great and stable success. The response rates are above average for both "normal" appeals and emergency campaigns. This list is also suitable for mail order companies that sell different products to the older target group.

Source	Direct mail
Gender	66% male/ 34% 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.