



TARGETING



DATA



DIRECT SALES

June 2010

Buchredaktion



Quantity/Price

Clients 0-12 Month	143.000	DM	150,-/1.000
Clients 13-24 Month	109.000	DM	130,-/1.000
Co-branding	on request	DM	+30,-/1.000

Profile

The "Buchredaktion" is a high quality seller of books but CD's and DVD's, too. Their portfolio comprises the complete variety of the book world. A part concentrates on socialistic content. They are working with publishers like Eulenspiegel or Rotbuch.

The products are only applied by direct marketing (mailings and inserts). There's a long time customer loyalty created by intense mailing communication. The average amount per order is about 45 Euro and the average age of the clients is about 55 years.

Source	Mailings, Inserts
Gender	57% male/ 43% female
Average age	55
Inserts	on request

Selections

Random, Age, Gender, Postcode	8,- 16,- 24,-/1.000 (1/2/3 criteria), min. 150,-
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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.