



TARGETING



DATA



DIRECT SALES

June 2010

Media Shop - Deutschland



Quantity/Price

Clients 0-12 month	261.000	DM	160,-/1.000
Clients 13-24 month	266.000	DM	140,-/1.000
Co-branding	on request	DM	+30,-/1.000
Telemarketing	on request	TM	on request -/1.000

Profile

MediaShop is one of the biggest German teleshopper. These high-quality products are only available directly from MediaShop. Advertising is mostly done in TV by DRTV-Spots and Infomercials.

There consists a wide variety of products starting with household, fitness up to beauty, leisure and lots more. For getting your own impressions you can of course check their website at: [www.mediashop.de](http://www.mediashop.de)

The average order amount ranges at about 52 euro. This shows that the average 54-years-old client has quite a big buying power.

Source	Inserts, DRTV
Gender	43% male/ 57% female
Average age	54
Inserts	on request

Selections

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

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.

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