



TARGETING



DATA



DIRECT SALES

June 2010

Musikredaktion



Quantity/Price

Clients 0-12 month	29.000	DM	150,-/1.000
Clients 13-24 month	33.000	DM	130,-/1.000
Co-branding	on request	DM	+ 30,-/1.000

Profile

"Musikredaktion" is the name of a high quality seller of exclusive music collections which are better known with the name "Unsere Musikempfehlung für Sie". These collections are not available in ordinary shops. The wide variety of German Democratic Republic and East-German music is offered. There are many exclusive bargains and small music collections which address the smaller moneybags.

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 59 euro and the average age of the clients is about 56 years.

Source	Inserts, Mailings
Gender	61% male/ 39% female
Average age	56
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.