



TARGETING



DATA



DIRECT SALES

June 2010

StarParadies



Quantity/Price

Clients 0-12 month	85.000	DM	150,-/1.000
Clients 13-24 month	68.000	DM	130,-/1.000
Co-branding	on request	DM	+ 30,-/1.000

Profile

"StarParadies" is a high quality seller of exclusive music collections which are not available in ordinary shops. StarParadies is selling a variety of folk music and pop music. There are many offers which attract the smaller purse.

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 63 euro and the average age of the clients is about 61 years.

Source	Inserts, Mailings
Gender	63% male/ 37% female
Average age	61
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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