



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Deutschland



Quantity/Price

| | | | |
|---------------------|------------|----|-------------|
| Clients 0-12 month | 277.000 | DM | 150,-/1.000 |
| Clients 13-24 month | 327.000 | DM | 130,-/1.000 |
| Co-branding | on request | DM | +30,-/1.000 |

Profile

Shop24Direct is one of the major music publishers in Europe that provides its products exclusively via Direct Marketing. The range consists of music collections that are only available at Shop24Direct and not in commerce. New customers are generated by advertisements in television, radio and magazines or inserts. The customer loyalty on a long-term view results from an intensive insert and mailing communication. All these names are highly responsive people who spend 72,00 euros average per order. Manifold possibilities of selection arise from the spectrum of these names.

| | |
|-------------|-----------------------------------|
| Source | Inserts, Mailings, DR Radio, DRTV |
| Gender | 52% male/ 48% female |
| Average age | 55 |
| 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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