



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Rock & Pop Young



Quantity/Price

Clients 0-12 month	17.000	DM	150,-/1.000
Clients 13-24 month	52.000	DM	130,-/1.000
Co-branding	on request	DM	+ 30,-/1.000

Profile

The national and international rock and pop music of the 80's and 90's is the center of this product family. The different editions of "Neue Deutsche Welle" ("Total Phänomenal") and "80's forever" belong to the highlights. Love song collections like "Endless Love" or special editions like "Electronic" round out the portfolio. This target group is the youngest at Shop24Direct with an average age of 41. All these names are responsive people who spend 64,00 euros average per order.

Source	Inserts, Mailings, DR Radio, DRTV
Gender	52% male/ 48% female
Average age	41
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.