



TARGETING



DATA



DIRECT SALES

June 2010

## Pixmania



### Quantity/Price

Clients 0-12 month	162.800	DM	150,-/1.000
E-mail-marketing 0-12 month	89.110	E-mail	300,-/1.000
Telemarketing 0-12 month	142.600	TM	750,-/1.000
Co-branding	on request	DM	+ 30,-/1.000

### Profile

The addresses on this list were generated via the websites [www.pixmania.de](http://www.pixmania.de) and [www.mypixmania.de](http://www.mypixmania.de). Pixmania is already one of Europe's leading internet providers of Hi-Fi and electronic products. Their product range comprises of digital cameras, TV and video units, sound systems and cell phones.

In the beginning of 2003, MyPixmania was launched. The offer contains photo prints as well on paper as on mugs, calendars and the like.

The clients of Pixmania are mainly males and 20-40 years on an average. They are interested in state-of-the-art products and are open-minded about innovations in an extraordinary way.

Of course, the email-addresses and phone numbers are generated with opt-in.

There also are addresses available in Austria and Switzerland!

Source	Internet
Gender	75% male/ 25% female
Average age	20 - 40
Inserts	on request

### Selections

Flat selection fee (at random, recency)	250,-
Age	8,-/1.000
Gender	8,-/1.000
Product	8,-/1.000
Postcode	8,-/1.000

### Delivery

E-mail: 30,-  
 Delivery time: 5 working days  
 Minimum order: 5.000 addresses

### Invoicing

80 % 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.