



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Rock & Pop Oldies



Quantity/Price

Clients 0-12 month	25.000	DM	150,-/1.000
Clients 13-24 month	47.000	DM	130,-/1.000
Co-branding	on request	DM	+30,-/1.000

Profile

The international rock and pop music of the 60's and 70's is the center of this product family. Only high quality collections with the original recordings and interpreters belong to this range. The most successful collections are "Summer of Love", "70's forever", "Best of Star Club" and "Festival of Rock". Stars like Elvis Presley, the Rolling Stones or Smokie round out this extensive music assortment. This target group, with an average age of 48, lives in cities and in rural areas in equal measures. All these names are highly responsive people who spend 64,- euros average per order.

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

EDMMEDIA GmbH
 Landschaftstraße 2
 30159 Hannover
 Deutschland

T +49 (0)511 524873-15
 F +49 (0)511 524873-20
 info@edmmedia.de