



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Klassik



Quantity/Price

Clients 0-12 month	36.000	DM	150,-/1.000
Clients 13-24 month	48.000	DM	130,-/1.000
Co-branding	on request	DM	+ 30,-/1.000

Profile

Regarding the classic products, Shop24Direct especially sets store by excellent quality and thus works together with classic labels like "Deutsche Grammophon" and "Decca", in order to set a course in the world of classic music. The classic clients of Shop24Direct are, on an average, 64 years old and dispose of an over average income, linked to a sophisticated lifestyle. They are highly engaged in culture, independent and opinion leaders. The prices of the classic products varies between 49,00 euros and 299,00 euros for each classic collection. All these names are highly responsive people who spend 81,00 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	64
Inserts	auf Anfrage möglich

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.