



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Internet/Online-Kunden



Quantity/Price

Clients 0-12 month	34.000	DM	190,-/1.000
Clients 13-24 month	37.000	DM	170,-/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. This exclusive list includes addresses which had been generated only via internet. 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	Internet
Gender	52% male/ 48% female
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.