



TARGETING



DATA



DIRECT SALES

June 2010

Shop24Direct - Volksmusik



Quantity/Price

| | | | |
|---------------------|------------|----|--------------|
| Clients 0-12 month | 92.000 | DM | 150,-/1.000 |
| Clients 13-24 month | 57.000 | DM | 130,-/1.000 |
| Co-branding | on request | DM | + 30,-/1.000 |

Profile

Customs, tradition and homeland are important topics of German traditional music at Shop24Direct. Stars of the past and present feature the unique products. Thus, the TV-presenter Carmen Nebel presents "The Golden Hit Parade of German Traditional Music" at Shop24Direct. The German traditional music buyers are highly engaged in the maintenance of tradition and value conservative ideals. All these names are responsive people who spend 69,00 euros average per order.

| | |
|-------------|-----------------------------------|
| Source | Inserts, Mailings, DR Radio, DRTV |
| Gender | 52% male/ 48% female |
| Average age | 61 |
| 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.