



TARGETING



DATA



DIRECT SALES

June 2010

Hauptgewinn24/Maxibonus



Quantity/Price

Home address	2.047.000	DM	125,-/1.000
E-mail-marketing	990.000	E-mail	on request -/1.000
Telemarketing	288.000	TM	on request -/1.000

Profile

Interactive sweepstake players on the homepage www.hauptgewinn24.de and www.vielegewinne.de. A very interesting target group (average age 30 - 45 years), who cannot resist the chance of winning. These people have given their approval for the usage of their address for telemarketing and e-mail mailings. The list is regularly updated.

Source	Internet
Gender	45% male/ 55% female
Average age	30 - 45
Inserts	on request

Selections

Home address, E-mail, Telephone number	8,-/1.000, min. 125,-
Age	8,-/1.000
Gender	8,-/1.000
Postcode	8,-/1.000

Delivery

E-mail: 25,-
 Delivery time: 5 working days
 Minimum order: 7.500 addresses

Invoicing

70 % of the delivered quantity with a minimum of 7.500 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 7.500 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.