



TARGETING



DATA



DIRECT SALES

June 2010

Glücksstern



Quantity/Price

Participants > 24 month	2.456.705	DM	150,-/1.000
Telemarketing > 24 month	2.418.766	TM	300,-/1.000

Profile

People who have entered in prize draw crossword games through various magazines. Amongst these magazines are TV today, TV Neu, TV Direkt, Sport Bild, Sport + TV, Schlecker Revue, Prisma, Neue Woche Rätsel, Koupon-Katalog, Hör Zu, Glücksrevue, Glücksrevue Rätsel, Gallery, Funkuhr, Freizeit Revue Rätsel, Freizeit Revue, Bonusheft, Bildwoche, Auto Bild, ACE Lenkrad, Viel Spass etc. Over 90 % of these people have returned their answer by mail.

Since the beginning of 2008 there aren't any new names generated anymore.

Source	Crosswords in magazines
Gender	48% male/ 52% female
Average age	44
Inserts	on request

Selections

At random	8,-/1.000, min. 200,-
Postcode	8,-/1.000, min. 200,-
Gender	8,-/1.000, min. 200,-
Age	8,-/1.000, min. 200,-

Delivery

E-mail: 50,-
 Delivery time: 5 working days
 Minimum order: 7.500 addresses

Invoicing

50 % 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.