



TARGETING



DATA



DIRECT SALES

June 2010

Mitspieler eines Glücksspielabos



Quantity/Price

Inactive gambler	1.500.000	DM	150,-/1.000
------------------	-----------	----	-------------

Profile

This list consists of people who are on the search for luck.

These people paid on a regular base in order to participate. So these names are willing to pay for their hobbies.

The names naturally react very well on gambling offers but they are working in the finance and health department very well, too.

Source	Gamble
Gender	50% male/ 50% female

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.