



TARGETING



DATA



DIRECT SALES

February 2010

PIXmania.com Belgium



Quantity/Price

Buyers 0-12M	DM	30.000 FL	45.000 WL	250,-/1.000
Buyers 0-12M	TM	27.000 FL	19.000 WL	250,-/1.000
Opt-in e-mail		28.000 FL	43.000 WL	200,-/1.000
Opt-in SMS		5.000 FL	7.000 WL	on request/1.000
Inserts		10.000	per month	160,-/1.000

Profile

Buyers on PIXmania.com are called "pixmaniacs", in most cases they have their own PC with internet access. The majority of them are from a better social class and therefore have quite an elevated purchasing power. They are highly sensitive to new trends and promotional offers.

Buyers are mainly men with an average age of 35 years. 60% lives with his/her partner. Almost half of them did 5 online purchases during the last 12 months on PIXmania.com. During this period 90% of them did an online purchase in another e-shop. The average purchase money on PIXmania.com is about 300 euro. Buyers have experience in online buying and are aware of quality.

The media opportunities are numerous. Customers of PIXmania.com can be reached via direct mail and telemarketing, but also via e-mail marketing, sms-marketing, bannering and inserting. Moreover even the myPIX.com customers can be selected. These are clients who developed pictures, made albums and other personalised objects.

Source:	Online
Age:	35 years
Gender:	35/65 female/male

Selections

Gender:	FREE
Language:	FREE
Age:	15,-/1000
Recency:	15,-/1000
Producttype:	15,-/1000
Geography:	15,-/1000

Delivery

Set-up/delivery: 250,-/fixed
 Delivery time: 5 working days

Invoicing

Payment base of 100% with a minimum of 5.000 addresses.

Conditions

List supplied for one-off use.
 Prices are exclusive of VAT.
 Mail date & mailing piece are required before approval can be given.