



TARGETING



DATA



DIRECT SALES

June 2010

## Sofortrente Plus



## Quantity/Price

Active participants	45.000	DM	190,-/1.000
Passive participants	65.000	DM	150,-/1.000
Telemarketing	on request	TM	on request -/1.000

## Profile

"Sofortrente Plus" - the game for an annuity chance

Who does not dream of giving up work in his younger days and live in the lap of luxury? All participant in this list are certainly dreaming of this situation. Therefore they take part in the "Sofortrente Plus" sweepstake and hope for fulfillment of their vision.

For this purpose they are willing to pay a little bit to get closer to their big dream.

A very significant feature of this list: the addresses are not generated by telemarketing outbound as usual, but in a classical way by advertisements, mailings and inserts. Therefore this list is particularly interesting for all products promoted by mail.

If you are looking for spontaneous buyers this address list is worth a test. Other interesting product categories are: loan offers, erotic and in general products in the low to middle prize segment.

Source	Direct mail, Advertisements, Inserts
Gender	47% male/ 53% female
Average age	59

## Selections

Standard selection	8,-/ 1.000, mind. 155,-
Age	8,-/ 1.000
Gender	8,-/ 1.000
Postcode	8,-/ 1.000

## Delivery

E-mail: 30,-  
 Delivery time: 5 working days  
 Minimum order: 5.000 addresses

## Invoicing

60 % 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.