



TARGETING



DATA



DIRECT SALES

June 2010

Neckermann.de



Quantity/Price

Clients 0-6 month	1.700.000	DM	151,-/1.000
Clients 7-12 month	1.200.000	DM	141,-/1.000
Clients > 12 month	on request	DM	on request -/1.000
Internet buyers	2.500.000	DM	on request -/1.000
Scored addresses	on request	DM	on request -/1.000

Profile

neckermann.de is one of the top-selling mail order companies in Germany (top 3 of the german mail order business). As a provider of a full product range neckermann.de is aiming at a wide-ranging target group. The awareness level of the trademark neckermann.de amounts to 96%.

The addresses are very up-to-date and are maintained continuously. They give you the possibility to select accurately your desired target group with an enormous potential. Collective orderer, internet orderer, selection of product categorie, sociodemographic characteristics, purchase behavior, order behavior, single buyers/ multiple buyers, purchasing power: everything is selectable.

Use all possible ways of addressing which are supported by the neckermann.de communication platform. Furthermore you have the option to score your customer base and by this means select the most suitable target group.

Source	Mail order buyers
Gender	73% female
Average age	44
Inserts	On request (selections possible)

Selections

Technical selection costs	9,-/1.000, min. 150,-
Age, Postcode, Gender, Rate, Valuta, Online affinity	5,-/1.000

Delivery

E-mail: free
 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.