



TARGETING



DATA



DIRECT SALES

August 2010

## DRM



### Quantity/Price

Buyers 0-12M	250.000	DM	175,-/1.000
Buyers 13-24M	60.000	DM	175,-/1.000
Buyers 0-12M	250.000	TM	300,-/1.000
Buyers 13-24M	60.000	TM	300,-/1.000

### Profile

This file contains all addresses of DRM. Most of the addresses are generated online, with an average of 25.000 new addresses each month.  
The files included are: Fitnesscheque, Hotel Piccolo and Op Niveau.  
All these households are used to receive Direct Marketing offers and they respond very well to them.

Source:	Mail order buyers
Sex:	Males and Females
Average Age:	40+
Society class:	B
House type:	Rental / House owners

### Selections

At random, Sex	205,-/ fixed
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### Delivery

E-mail	50,-
Delivery time:	1 week
Minimum order quantity:	5.000
Fixed costs:	205,-

### Invoicing

Payment base of 80% with a minimum of 5.000 addresses after verification of a duplication report within 2 months after supply date.

### Conditions

- List supplied for one off use
- Minimum order quantity 5.000 names
- Prices are exclusive of VAT and delivery
- Mail date & mailing piece, before approval can be given