



TARGETING



DATA



DIRECT SALES

August 2010

Postorderkopers



Quantity/Price

Buyers 0-12M	90.000	DM	170,-/1.000
Buyers 0-12M	100.000	TM	270,-/1.000
Test price	Max 10.000	DM	120,-/1.000
Test price	Max 10.000	TM	220,-/1.000

Profile

This file composed by highly responsive individuals who have recently participated with a telephonic or written survey. In this survey the consumers have stated that they frequently buy products per mail order. Responsive to mail order these individuals are open to offers through telemarketing or mailings. The file grows every month with 5.000 records.

Profile target group:

- average social class
- mainly families

Source:	TM, Direct mail
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Selections

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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 are required, before approval can be given