



TARGETING



DATA



DIRECT SALES

August 2010

## Readers Digest



### Quantity/Price

Subscribers 0-12M	150.000	DM	175,-/1.000
Buyers 0-12M	124.000	DM	175,-/1.000
Inactive Buyers/Subscribers	55.000	DM	140,-/1.000
Subscribers 0-12M	100.000	TM	300,-/1.000
Buyers 0-12M	124.000	TM	300,-/1.000
Inactive Buyers/Subscribers	55.000	TM	250,-/1.000

### Profile

This database is part of Readers Digest address file. The individuals on this file are inactive buyers of Readers Digerst books, music carriers and ex-subscribers of the journal Het Beste (The Best).

The average order value for the books and music carriers is 80 euros a year and active costumers receive a catalog 4 times a year. The majority of the Readers Digest file is senior citizens. It is best compared with ECI files.

Source:	Direct Mail
Sex:	70% male / 30% Female
Average Age:	60 years
Social class:	B

### Selections

At random, Sex	205,-/ fixed
Age	15,-/1.000
Postcode Area	15,-/1.000
Recency	15,-/1.000
Interest Area	15,-/1.000

### Delivery

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

### Invoicing

80% with a minimum of 5.000 addresses after a deduplication report.

### 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