



TARGETING



DATA



DIRECT SALES

August 2010

Elle



Quantity/Price

Readers	28.018	DM	250,-/1.000
Readers	14.646	TM	350,-/1.000

Profile

Readers of the lifestyle magazine ELLE are fashion conscious women who seek relaxation and entertainment when they read the magazine. The readers are especially interested in fashion and beauty trends, as well as the arts and culture. ELLE's target audience are women aged between 20 to 45 years old who are well educated and of a higher social standing predominantly A/B.

Source:	Elle Readers
Sex:	Women
Average age:	20 t/m 49 years old
Social class:	A/B1

Selections

Sexe, At random	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 an 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