



TARGETING



DATA



DIRECT SALES

August 2010

Tel Sell



Quantity/Price

| | | | |
|--------------------|---------|-----------|------------------|
| Buyers 0-12M | 200.000 | DM | 170,-/1.000 |
| E-mail addresses | 150.000 | TM | 300,-/1.000 |
| Buyers 0-12M | 200.000 | E-mail | 300,-/1.000 |
| Packet Attachments | 20.000 | Per month | On request/1.000 |

Profile

Tel Sell is the largest supplier of products through direct respons TV in the Netherlands. The commercials and infomercials are shown on a few commercial tv-stations. Viewers can order the products directly by phone or online.

Consumers in this file are very impulsive buyers and highly responsive to commercial offers. Products they have bought include house ware, fitness equipment, music & film, jewelry, cleaning products, slimming products and gadgets.

Tel Sell is an extremely responsive list and has worked well for lotteries, mail order companies, publishers and financial parties.

| | |
|---------------|---------------------|
| Source: | DRTV commercials |
| Sex: | 50% Women / 50% men |
| Average Age: | 45 years |
| Social class: | B/C |

Selections

| | |
|----------------|-------------|
| At random, Sex | 205,-/fixed |
| Age: | 25,-/1.000 |
| Postcode Area | 25,-/1.000 |

Delivery

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

Invoicing

payment base of 100% with a minimum of 10.000 addresses after verification of a duplication report within two months after supply date.

Conditions

- List supplied for one off use
- List supplied will only be cleared for campaigns in local and international norms and laws.
- The file-owner is always allowed to refuse the mission.