



TARGETING



DATA



DIRECT SALES

August 2010

## Tel Sell Total



### Quantity/Price

Database	1.000.000	DM	150,-/1.000
Database	1.000.000	TM	250,-/1.000

### Profile

Tel Sell Total represents all unique customers on their current address who have bought one or more products with Tel Sell.

Tel Sell is the largest supplier of products through direct response 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.

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
Multi-buyers	20,-/1.000

### Delivery

E-mail:	FREE
Delivery time:	1 week
Minimum order quantity:	5.000
Fixed costs:	150,-

### 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

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