



TARGETING



DATA



DIRECT SALES

August 2010

Hachette Ladies



Quantity/Price

Readers	124.811	DM	250,-/1.000
Charitable readers	124.811	DM	250,-/1.000
Buyers	124.811	TM	350,-/1.000

Profile

Hachette ladies comprises all women magazines from the Quote Media database. These titles are: ELLE, ELLE Food, ELLE Living, ELLE Girl, ELLE Shop, Sante and Red. The selection is obviously geared at women, ranging from the age of 20 to 49.

Readers of the ladies collection would like to stay up to date on the latest trends and would like to know everything to create their own style and identity. This reader also likes to read about travelling and travel reports, Further the reader is comfortable about who she is. To summarize it: Beauty, living, food, travelling, love, gossip, shopping and work are THE keywords for the female selection.

Source:	Hachette readers
Sex:	Women
Average Age:	20 t/m 49 years old
Social class:	A/B

Selections

Sex:	FREE
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Delivery

E-mail:	50,-
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
- Minimum order quantity 5.000 names
- Prices are exclusive of VAT and delivery
- Maildate & mailing piece are required, before approval can be given