



TARGETING



DATA



DIRECT SALES

August 2010

Vermogend & Ondernemend Nederland



Quantity/Price

Wealthy people	332.021	DM	250,-/1.000
Wealthy people	332.021	TM	340,-/1.000
Wealthy charity price	332.021	DM	205,-/1.000

Profile

This file contains consumers who are very active on the Dutch business market. The majority of these consumers has either, built a company and sold it or are active at the highest level of a company. They are very wealthy individuals, with a minimum yearly income of EUR 100,000. Their hobbies include golf and water sports. They like to speculate on the Stock Exchange Market and read many financial magazines. Possible selections on this file are gender, age, position in company and size of the company.

The majority of the file are males (130,000 over 50; 70,000 younger than 50). There are approximately 45,000 females on this file.

Source:	Wealthy people
Sex:	Males and Females
Average Age:	50 years
Social class:	A
House type:	House Owners

Selections

Sex, Postcode, At random	205,-/fixed
Age:	120,-/fixed

Delivery

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

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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