



TARGETING



DATA



DIRECT SALES

August 2010

FiscAlert



Quantity/Price

Readers	122.141	DM	250,-/1.000
Readers	122.141	TM	350,-/1.000

Profile

FiscAlert is THE independent publication that deals with subjects as taxes and personal finance with lots of money saving tips, up to date information about saving, stocks, retirements, mortgages, and insurances.

The FiscAlert reader is broadly interested in personal Finance, especially when it comes to stocks. This magazine is a personal financial coach for its reader.

The FiscAlert reader is broadly oriented, enjoys life and has his business in order. His (high) income offers him the opportunity to do things, especially with his family. He obviously has an active life and knows what he want.

Source:	Selection FiscAlert
Sex:	mainly men
Average Age:	35 years and older
Social class:	A/B

Selections

Sex, At random	205,-/ fixed
----------------	--------------

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