



TARGETING



DATA



DIRECT SALES

February 2010

Readers Digest Belgium



Quantity/Price

Subscribers	DM	28.000 FL	25.000 WL	175,-/1.000
Active Buyers 0-12M	DM	38.000 FL	40.000 WL	175,-/1.000
Subscribers/Buyers 0-12M	TM	25.000 FL	24.000 WL	300,-/1.000
Opt-in e-mail	E-mail	36.000 FL	16.000 WL	on request/1.000
In/Onserts				on request/1.000

Profile

Reader's Digest is the publisher of the most popular magazine in the world. Even in Belgium as well in the Netherlands Reader's Digest is a leading magazine. In Belgium the average printing (CIM) of the magazine is about 95.078. 90% of this amount is sold via a subscription.

Readers of Reader's Digest are people standing in middle of life and are known to have a broad interest. Analysis has shown us that 75% is older then 50 years, that 58% is in control of household spending and that 90% believes that Reader's Digest gives reliable advices.

The media opportunities are numerous. In- and onserts, hiring addresses or phone numbers, but also online advertising. EDMMEDIA offers a combination of these channels which gives your direct marketing campaign a bigger chance of success. Ask us for possibilities and conditions.

Source:	DM, TM, Online
Age:	Mainly 50+
Gender:	30/70 female/male

Selections

Gender:	FREE
Language:	FREE
Age:	25,-/1000
Product:	25,-/1000
Geography:	25,-/1000

Delivery

Set-up: 150,-/fixed
 E-mail: 25,-/fixed
 Delivery time: 5 working days

Invoicing

Payment base of 100% with a minimum of 5.000 addresses.

Conditions

List supplied for one time use.
 Prices are exclusive of VAT.
 Mail date & mailing piece are required before approval can be given.