



TARGETING



DATA



DIRECT SALES

February 2010

Concours.fr Belgium



Quantity/Price

Members WL	17.000	DM	170,-/1.000
Members WL	12.500	TM	290,-/1.000
Members WL	17.000	E-mail	200,-/1.000

Profile

Concours.fr is the first specialized French website for promotional gameplays. For their subscribers they publicize all new internet-questions games (over 250 games), but they also give the answers to win the games.

The website subscribers are heavy mail-order buyers. 87% is a mail-order buyer (75% via interne, 54% by courier and 34% by phone). Also remarkable is the fact the theyâ??re frequent mail-order buyers, 80% of the subscribers are buying on distance more than twice a year (of these 30% buy 2 or 3 times a year and 50% more than 4 times a year).

Theyâ??re also sensitive for promotional actions and spend a lot for leisure equipment like: music cdâ??s, movieâ??s, games, magazines, information, books, beauty, travel and credit etcetera.

Source:	Online
Age:	35-40 years
Gender:	55/45 female/male

Selections

Gender:	15,-/1000
Age:	15,-/1000
Geography:	15,-/1000

Delivery

Set-up:	100,-/fixed
E-mail:	FREE
Delivery time:	5 working days

Invoicing

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

Conditions

List supplied for one-off use.

Prices are exclusive of VAT and delivery.

Mail date and mailing piece required, before approval can be given.