



TARGETING



DATA



DIRECT SALES

February 2010

Neckermann.com Belgium



Quantity/Price

Buyers 0-12M VL	92.000	DM	165,-/1.000
Buyers 0-12M VL	57.000	TM	350,-/1.000
Buyers 0-12M WL	88.000	DM	165,-/1.000
Buyers 0-12M WL	48.000	TM	350,-/1.000

Profile

As one of the biggest mailorder companies in Belgium and the Netherlands neckermann.com owns a database that consists of mainly responsive women who chose for the comfort of longdistance buying which helps them save time. These loyal customers are impulsive and sensitive to interesting offers. The possibility to buy on credit is available to it's customers.

The segmentation possibilities are diverse. One can segment on producttype e.g. men's fashion, sports/leisure, kids, etc. EDMEDIA can as well select the "Multibuyers" and/or "Hotlines" (0-3M).

Besides the traditional DM-methods the neckermann.com buyers can be reached by inserting in parcels or catalogues. The main catalogue is sent twice a year. Furthermore special catalogues towards different target groups are published regularly, e.g. Boutique Plus (plus sizes), and Men's World, etc.

Source:	DM, TM, Online
Age:	Mainly 40+
Gender:	80/20 female/male

Selections

Gender:	FREE
Language:	FREE
Age:	25,-/1000
Product type:	25,-/1000
Recency:	25,-/1.000
Geography:	25,-/1000

Delivery

Set-up:	200,-/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-off use.
Prices are exclusive of VAT and delivery.
Mail date & mailing piece are required before approval can be given.