



TARGETING



DATA



DIRECT SALES

February 2010

ECI Belgium



Quantity/Price

Members 0-12M VL	200.000	DM	175,-/1.000
Members 0-12M VL	200.000	TM	275,-/1.000

Profile

ECI has more than 800.000 members. Over 2.000.000 people perceive and read the catalogues, direct mails and the website of ECI. That's about 10% of the Flemish and Dutch households.

ECI-members are consumers that stand in the middle of life. Usually these are young families with growing children. But even the group 50+ is present. Those people are often members since long time, 25 years or more is not an exception. In general the average age of an ECI-member is between 30-55 years. The greater part has an average to high education. Women are slightly

In Flanders 6 main catalogues and 1 extra catalogue are published yearly. Twice a year a special inserting catalogue with a great number of promotional offers is sent to the most loyal members. Inserts can be sent in catalogues or parcels and segmentation is possible. Besides inserting there is a possibility for online advertising. Please enquire for conditions.

Source:	DM, TM, Online
Age:	40 years
Gender:	60/40 female/male

Selections

Gender:	FREE
Language:	FREE
Age:	25,-/1000
Interest:	50,-/1000
Other:	50,-/1000

Delivery

Set-up: 150,-/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 & mailing piece are required before approval can be given.