



TARGETING



DATA



DIRECT SALES

February 2010

Tel Sell Belgium



Quantity/Price

Buyers 0-12M VL	42.000	DM	175,-/1.000
Buyers 0-12M VL	36.000	TM	350,-/1.000

Profile

Tel Sell is the largest supplier of products through direct respons TV in Belgium and the Netherlands. The commercials and infomercials are shown on a few commercial tv-stations like VT4 and VIJF TV. Viewers can order the products directly by phone or online.

Consumers in this file are very impulsive buyers and are highly responsive to commercial offers. Products they have bought include house ware, fitness equipment, music & film, jewellery, cleaning products, slimming products and gadgets.

Tel Sell is an extremely responsive list and has worked well for lotteries, mail order companies, publishers and financial parties.

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

Selections

Source:	DRTV
Age:	45 years
Gender:	50/50 female/male

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.