



Direct Marketing Promotion *Responders*

This database consists of individuals who positively respond to direct marketing promotions, purchasing from an exhaustive array of consumer products and services, offered via mail, e-mail, telephone and fax.

Sourced from database management companies that update client databases, mail houses, telemarketing firms, distribution and fulfillment house databases, etc.

SEGMENTS

1,337,510	Mailing List	\$190/M
1,230,509	Telemarketing List	\$190/M
601,880	Fax List	\$190/M
334,378	Email List	\$190/M

GEOGRAPHY

Worldwide

MINIMUM ORDER

Quantity: 5,000

METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*

Floppy disc 15.00/F each

CD-ROM 50.00/F each

Labels 15.00 / M

Courier charges: at cost, Key Coding available

RECOMMENDED USAGE

Business and Economic Literature - Travel -
Information Technology Products and Services -
Fashion and Other Personal Accessories - Household
Accessories - Works of Art - Health and Longevity
Products and Services - Prestigious Club
Memberships - New Age Literature - Charity

SELECTS

Geography, Job Function / Title, SIC,
Monthly Income, Gender, Language
Address: private / business, Recency,
DM Promotion / Offer

All Selects: *FREE of charge*

UPDATE FREQUENCY

Every 3 months

DELIVERY

48 hours

COMMISSION

Broker: 20%

Agency: 15%

UNIT OF SALE

n/a

SAMPLE REQUIRED