



## France – Ready Buyers

*This database consists of* affluent French who enjoy spending their money. The file includes big spenders in shopping malls, responders to direct marketing promotions and multiple credit card holders.

*Sourced from* different client databases incl. mail order houses.

### SEGMENTS

148,595	Mailing List	\$190/M
133,736	Telemarketing List	\$190/M
52,008	Fax List	\$190/M
29,719	Email List	\$190/M

### GEOGRAPHY

France

### 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

Fashion and Other Personal Accessories  
Information Technology Products and Services  
Personal Investment, Insurance, Other Financial  
Services, Lotteries and Sweepstakes

### SELECTS

Gender, ZIP Code, Recency  
Nationality: French/Foreigner  
Address: Business/Private  
Monthly income

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



## **Ready Buyers**

<b>8,931</b>	<b>Shopping Mall and Department Store Heavy Spenders</b>
<b>13,287</b>	<b>Television Shopping Program Buyers</b>
<b>6,453</b>	<b>Home Electronics Heavy Spenders</b>
<b>12,187</b>	<b>Culinary Enthusiasts</b>
<b>71,217</b>	<b>Multiple Credit Card Holders</b>
<b>36,520</b>	<b>Direct Marketing Promotion Responders</b>