



France – Mail Order Buyers

This database consists of French residents who respond positively to direct mail, telemarketing and to promotional offers in print form. These active mail order buyers use their credit cards to make their purchase. They order a wide range of products; e.g., books, periodicals, jewellery, computer equipment and lottery tickets, just to name a few.

Sourced from active client data base, from an international mail order house

SEGMENTS

25,317	Mailing List	\$190/M
--------	--------------	---------

SELECTS

Gender: 57% male, 43% female
100% at home address
Age, Recency

All Selects: *FREE of charge*

GEOGRAPHY

France

UPDATE FREQUENCY

Every 3 months

MINIMUM ORDER

Quantity: 5,000

DELIVERY

48 hours

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

COMMISSION

Broker: 20%

Agency: 15%

UNIT OF SALE

n/a

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

SAMPLE REQUIRED