



## Germany - Direct Mail Promotion *Shoppers & 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* direct mail / response.

### SEGMENTS

40,073	Mailing List	\$190/M
34,664	Telemarketing List	\$190/M
15,628	Fax List	\$190/M
Please inquire	Email List ***	\$190/M

### GEOGRAPHY

Germany

### 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 consumer publications, insurance, investments, credit cards, seminars, videos, computer software/hardware, travel, consumer catalogs and telecommunications equipment.

### SELECTS

Zip/Postal Code, Job Function / Title, SIC, Monthly Income, Gender, Language, Recency 0-9, 10-15 month, Address: private / business  
Category of DM Promotion / Offer

All Selects: *FREE of charge*

### UPDATE FREQUENCY

Every 3 months. Guaranteed 92% deliverable. Refund limited to postage refunded up to minimum bulk rate on undeliverable mail in excess of 8%.

### DELIVERY

2 business days after receipt of payment

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

\$50 - \$ 4,000

### SAMPLE REQUIRED

