



Germany – Ready Buyers

This database consists of affluent Germans 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

126,899	Mailing List	\$190/M
116,747	Telemarketing List	\$190/M
50,759	Fax List	\$190/M
38,069	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

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: German/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

9,955	Shopping Mall and Department Store Heavy Spenders
14,398	Television Shopping Program Buyers
8,653	Home Electronics Heavy Spenders
18,964	Culinary Enthusiasts
88,642	Multiple Credit Card Holders
40,673	Direct Marketing Promotion Responders