



Germany – Technology Update Watchers

This database consists of Germans, who are working in different field of IT and who attending IT conferences in European countries and the United States. Other professionals, who are working in the fields of architecture and engineering who responded to promotional offers in print form to Architectural and Engineering Books. These individuals are all trying to stay on top of the development in their professional field.

Sourced from conference organizers, mail order houses

SEGMENTS

73,040	Mailing List	\$190/M
66,467	Telemarketing List	\$190/M
29,216	Fax List	\$190/M
18,260	Email List	\$190/M

SELECTS

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

All Selects: *FREE of charge*

GEOGRAPHY

Germany

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

Information Technology Products and Services
Household Accessories, Prestigious Club Memberships
Works of Art, Business and Economic Literature
Conferences, Seminars, Workshop
Cultural, Social, Athletic Events

SAMPLE REQUIRED



Technology Update Watchers

18,952	Information Technology Conference Attendees
14,329	Architectural Design Book Buyers
18,964	Engineering Book Buyers
8,944	State-of-the-Art Gadget Buyers