



## Hungary – Mail Order Buyers

*This database consists of* Hungarian residents who positively respond 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

31,895	Mailing List	\$ 190/M
./.	Telemarketing List	\$ 190/M
./.	Fax List	\$ 190/M
./.	Email List	\$ 190/M

### SELECTS

Gender: 55% male, 45% female  
100% at home address  
Age, Recency

All Selects: *FREE of charge*

### GEOGRAPHY

Hungary (Eastern Europe)

### 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