



Ireland - 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

18,231	Mailing List	\$190/M
14,140	Telemarketing List	\$190/M
6,518	Fax List	\$190/M
Please inquire	Email List ***	\$190/M

GEOGRAPHY

Ireland

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

