



## South Africa – Business Travelers

*This database consists of* businessmen and women who conduct their commercial affairs by traveling extensively and frequently to meet with colleagues and clients. Typically, these individuals are influential and well connected in business and government circles at home and abroad. They enjoy top appointments in travel and accommodation, patronizing opulent hotels and restaurants.

*Sourced from* travel agencies' databases.

### SEGMENTS

37,980	Mailing List	\$190/M
29,916	Telemarketing List	\$190/M
pls inquire	Email List	\$190/M

### GEOGRAPHY

South Africa

### 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

Travel; Business and Economic Literature; Personal Investment, Insurance, Other Financial Services; Prestigious Club Memberships

### SELECTS

Geography, Gender, Language, Age, Income, Address: Business/Private, Recency

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