



## Western Europe - Consumers

*This database consists of* consumers throughout 24 countries in Western Europe

### SEGMENTS

11,235,082	Mailing List	\$190/M
10,909,523	Telemarketing List	\$190/M
786,456	Email List	\$190/M

### GEOGRAPHY

Western Europe

### 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

### SELECTS

Geography, Job Function / Title,  
Monthly Income, Gender, Language  
Recency and many more depending on  
the individual data base

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



ANDORRA	5,763
AUSTRIA	580,845
BELGIUM	566,734
CYPRUS	2,142
DENMARK	290,673
FINLAND	287,674
FRANCE	1,786,034
GERMANY	1,938,705
GREECE	10,446
ICELAND	34,410
IRELAND	303,452
ITALY	1,590,564
LIECHTENSTEIN	2,563
LUXEMBOURG	7,741
MALTA	905
MONACO	8,963
NETHERLANDS	756,318
NORWAY	276,021
PORTUGAL	12,187
SAN MARINO	320
SPAIN	705,631
SWEDEN	344,286
SWITZERLAND	379,512
UNITED KINGDOM	1,328,604

Territory / Dependency	
Åland Islands (FIN)	2,175
Azores (P)	1,013
Canary Islands (E)	2,174
Ceuta (E)	1,894
Faroe Islands (DK)	3,286
Gibraltar (UK)	784
Guernsey (UK)	664
Isle of Man (UK)	502
Jersey (UK)	571
Madeira (P)	884
Melilla (E)	642

WESTERN EUROPE 11,235,082



	COUNTS*				COUNTS*		
	name + postal address	name + phone number	name + email address		name + postal address	name + phone number	name + email address
Deduped total	11,235,082	10,909,523	786,456		1,295,630	905,342	50,673
<b>FASHION AND GROOMING</b>				<b>PRESTIGIOUS AFFILIATIONS</b>			
	123,185	110,573	10,774	Golf club members			
International fashion catalog shoppers				Up market fitness club members			
Fashionable sports outfit buyers				High-class hair salon users			
Beauty and grooming products mail order buyers				<b>READING INTERESTS</b>			
Elegant jewelry buyers					5,790,332	512,318	31,563
<b>TRAVEL AND ENTERTAINMENT</b>				Book buyers - lifestyle, culture, entertainment			
	4,692,301	4,117,185	214,527	Book buyers - business and economics			
Five-star hotel frequent guests				Book buyers - personal finance			
Business class frequent travelers				Book buyers - personal skills and career			
Hotel privilege card holders				Book buyers - health and fitness			
Expensive holiday goers				Book buyers - science and technology			
Travel agent's prime clients				Book buyers - new age			
Tropical beach resort goers				Book buyers - shorts stories and novels			
Eurail travel lovers				Magazine and newspaper subscribers - general news			
European ski holiday package buyers				Magazine and newspaper subscribers - lifestyle, culture, entertainment			
Holiday shopping spree goers				Magazine and newspaper subscribers - business and economics			
Elitist cultural performance lovers				Magazine and newspaper subscribers - personal finance			
Casino goers				Magazine and newspaper subscribers - personal skills and career			
Well-traveled yuppies				Magazine and newspaper subscribers - health and fitness			
Wining and dining big spenders				Magazine and newspaper subscribers - science and technology			
Expensive hobby indulgers				<b>PERSONAL INTERESTS</b>			
<b>HEALTH AND LONGEVITY</b>				- aviation	56,473	45,663	5,564
	2,905,721	1,784,209	106,774	Private aviation enthusiasts			
Aerobics session regular attendees				- cars	890,564	796,342	50,121
Medical literature readers				Luxury car owners			
Alternative medicine literature readers				- esoteric	856,341	720,452	31,879
Aromatherapy product buyers				Dream interpretation readers			
Herbal medicine users				Crystal healing power believers			
Natural medicine course attendees				- gambling	278,523	120,453	8,952
Stress management course enrollees				Sports events gamblers			
Weight loss program buyers				- gardening	175,642	165,734	9,944
<b>PERSONAL FINANCE - B to C</b>				Gardening literature readers			
	4,523,103	4,078,427	243,631	- gastronomy	195,745	184,328	12,174
Investors				Culinary arts enthusiasts			
Contrarian investors				Gourmet food shop patrons			
Free financial advisory newsletter recipients				Wine connoisseurs			
Personal investment portfolio strategy seminar attendees				- horoscope and predictions	342,864	322,175	17,453
Mutual funds performance close watchers				Chinese horoscope literature readers			
				Zodiac literature buyers			
				Financial astrology believers			



Foreign-owned bank branch depositors				Prophecy literature buyers			
Offshore bank depositors				- <b>music</b>	117,453	104,532	8,953
Multiple currency depositors				Music CDs and musical instruments buyers			
Stock market money-making enthusiasts				- <b>pet care</b>	145,673	132,895	6,200
Overseas real estate property buyers				Animal care literature readers			
Bargain property hunters				- <b>philosophy and religion</b>	1,332,856	1,045,387	65,428
Personal tax haven seekers				Chi concept believers			
Affluent districts dwellers				Zen concept believers			
<b>PERSONAL ELECTRONICS</b>				Feng Shui believers			
	1,328,560	1,167,420	71,328	Confucian teachings readers			
Home computing heavy spenders				- <b>sailing</b>	890,563	750,442	40,553
State-of-the-art gadget buyers				Private boat owners and other sailing enthusiasts			
Novelty gadget buyers				- <b>various collections</b>	3,542,874	3,214,866	154,328
<b>CONSUMER PURCHASES</b>				Western art collectors			
	6,984,531	6,435,610	340,452	Antique Asian furniture collectors			
Multiple credit card holders				Collectible enthusiasts and heavy spenders			
Gold credit card holders				Feng Shui sculpture collectors			
Shopping mall and department stores heavy spenders							
Direct marketing promotion responders							
Television shopping program buyers							
On-board-flight shoppers							