



REGENCY DIRECT MAIL LTD.

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DR Strategy - France

Counts:

May'08 Hotline – 879

The DR Strategy database consists of individuals who have purchased various products via direct mail, (products include travel vouchers, health products, and jewelry items). 100% direct mail. These are people who are interested in winning prizes, health, and products that will make their life easier. Selections available are age, recency, geography, and gender.

The average age of buyers is 60, and 25% are males.

Recommended for: Seniors offers, opportunity, sweepstakes well-being, health care, comfort, household offers, etc.

Price:

Base – €190.00/M

Selections:

Selection Costs – €150.00/F

Minimum Order: 5,000

**Orders that are cancelled after the ship date will have a US\$75.00/F cancellations fee, as well as email and selection charges.

**Full charges will apply to orders that are cancelled after the mail date.

Restrictions:

A sample must be provided. All rentals are for a one time use only. All rental use is at the discretion of the list owner. List Owner may request reciprocal rentals. List Owner may request premium pricing from direct competitors.

Payment Terms:

Payment is due 30 days from invoice date. Full charges apply on orders cancelled after shipping.
