



REGENCY DIRECT MAIL LTD.

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LifeStyle Mail Order Buyers – South Africa

Counts:

May'08 Hotline – 5,200

LifeStyles Mail Order Buyers is one of the largest and most responsive files of its kind in South Africa. These highly responsive individuals have spent between R130.00-225.00, (US\$20-35), on various mail order items. 50% are enthusiastic buyers from a multi-product catalogue; buying household, kitchen, bathroom, garden and outdoor accessories as well as health, beauty and slimming products and a range of jewelry. The other 50% are sweepstakes sold buyers who have purchased products like jewelry, digital cameras, and TVs in hopes of winning up to R100,000.

Price:

Base – US\$225.00/M

Selections:

Recency – US\$10.00/M

Frequency – US\$10.00/M

Order Value – US\$20.00/M

Product Type – US\$20.00/M

Cell Phone Numbers – US\$20.00/M

Geography – US\$20.00 M

Delivery:

Email – US\$50.00/F

****No drops allowed. List owner runs list through South African postal validation and verification system prior to shipping.****

****Mailer must provide 30 day payment guarantee from invoice date for all orders.****

****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.

Payment Terms:

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