

## Bayen Spring German Buyers & Sweeps Entrants

**Average Monthly Buyers Hotline** **5,300**  
**Total Universe** **64,000 / \$185.00/M**

### 5,200 Average Monthly Sweeps No's @ \$165/M

The list is made up of single and multi-buyers of health & vitamin products, who have also entered a sweepstake offering a €10,000 grand prize draw in the Germany and similar in the UK. The file is updated monthly.

This exciting file would be suitable for sweepstake mailers, competitions, jewellery, gardening, mature fashion and general mail order offers, health & beauty and charity mailers.

Reciprocation not required.

\* Charity discounts available - please inquire \*

### Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Rachelle Oliviero [rachelleoliviero@jrdirect.com](mailto:rachelleoliviero@jrdirect.com)  
Tel +1 604 940 0277 (ext 122)

## ► Exclusive!

GERMANY

**Date Recommended:** 8/17/10

**Recommended By:**

Rachelle Oliviero  
[rachelleoliviero@jrdirect.com](mailto:rachelleoliviero@jrdirect.com)

**Datacard updated:** 8/15/2010

**Update Frequency:** Monthly

**Gender:**

25% Males  
75% Females

**Unit of Sale:**

€35.00

**Source:**

100% Direct Mail

**Age:**

45+ (45% are over 60 years)

**Selections:**

Recency	\$10.00 / M
Gender	\$15.00 / M
Geographic	\$15.00 / M
Keycoding	\$5.00 / M

**Addressing:**

Run Charge	\$15.00 / M
E-Mail	\$50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
DMA, DMAI, FEDMA