

## New Dawn Astrology - Germany

**Average Monthly German Buyers** **5,100**  
**Universe** **60,000 / \$180.00/M**

This new Astrology/Eso list offers access to committed, highly responsive German buyers of astrology products. People who aspire to better their lives & who work towards achieving their goals. This exciting file would be suitable for other Eso/Astrology offers, Sweepstake mailers, Competitions, Jewellery, Gardening, Mature Fashion and General Mail Order offers, Health & Beauty and Charity mailers.

70% female who are married/widowed with children/grandchildren.  
Occupation: Office/Clerical/Housewife  
Average HHI of up to €36K per annum.  
Credit Card Holders.  
Homeowners; Property Type: Semi-detached/Terrace  
Hobbies/Interests: Astrology, Comps, Pools, Collectibles, Gardening.  
Shopping by Mail Order: Fashion, Books, Gardening.  
Charity: Wildlife, Animal Welfare, Health Research, Children's Welfare

### Also Available: New Dawn Astrology - UK

Reciprocation is not required.

### 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:

Jennifer Cowden [jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)  
Tel +1 604 940 0277 (ext 143)

## ► Exclusive!

GERMANY

**Date Recommended:** 2/28/11

**Recommended By:**

Jennifer Cowden  
[jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)

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

**Update Frequency:** Monthly

**Gender:**

70% Females

**Source:**

100% Direct Mail

**Age:**

45+

**Selections:**

Buyers Charity Rate	\$170.00 / M
Sweeps No's Base	\$170.00 / M
Sweeps Charity Rate	\$155.00 / M
Recency	\$30.00 / M
Geographic	\$15.00 / M
Gender	\$15.00 / M
Keycoding	\$6.00 / M

**Addressing:**

Email/FTP	\$45.00 / F
Run Charge	\$10.00 / M

**Minimum Order:**

5,000 records

**Sample required**

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