

Teleshoppers India

Multi Buyers **164,390**
ASS & TSN Shoppers **307,280 / \$210.00/M**

Mail Order Buyers and Home TV Shoppers

This list consists of upscale consumers in the major cities of India who have purchased various products from home TV channel shopping or mail order catalogues. The range of product includes slimming and fitness equipment, household, personal care products and other high value consumer products.

Teleshoppers Network and Asian Sky Shop has been in operation for well over 9 years in India, successfully providing consumers with the comforts and benefits of home shopping advertising through leading TV channels and direct response print media. Individuals on this list have purchased various products ranging from US \$7 to US\$200. Each month, approximately 8,500 new customers are added to these lists. In addition, a number of current clients are multiple buyers of various other products, proving their spending capacity and responsiveness to direct marketing.

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:

Sheri Tanner
Tel +1 604 940 0277

sheritanner@jrdirect.com
(ext 146)

► Exclusive!

INDIA

Date Recommended: 4/28/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datacard updated: 4/15/2010

Update Frequency: Frequently

Gender:

60% Males
40% Females

Unit of Sale:

US \$7 to \$130

Source:

50% Direct Mail
50% Television

Language:

100% English Speaking

Selections:

| | |
|--------------|-------------|
| City | \$10.00 / M |
| Gender | \$10.00 / M |
| Recency | \$15.00 / M |
| Order Value | \$15.00 / M |
| Multi Buyers | \$15.00 / M |
| Keycoding | \$5.00 / M |

Addressing:

E-Mail \$20.00 / F

Minimum Order:

5,000 records

Sample required

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