



REGENCY DIRECT MAIL LTD.

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Qualified TV Infomercial Telephone Order Responders - Philippines

Counts:

Entire File - 128,930

Named responders to TV infomercial responders who placed orders by telephone for variety of offers: slimming and cosmetic products, power tools, house wares, and exercise machines for personal use. Generally belonging to social Class B-, C+, and C and residing within Metro-Manila and suburbs.

Selections available: gender, or Nth name random. With flagging for exclusion or recall in future runs.

Recommended for: personal and beauty products, home improvement and various lifestyle products.

Price:

Base –	US\$120.00/M
Qtr-2 2008 Hotline –	US\$145.00/M
Qtr-1 2008 Hotline –	US\$135.00/M
Qtr-4 2007 Hotline –	US\$125.00/M

Breakdown:

	Metro-Manila	Prov'l Suburbs
Male	29,185	18,609
Female	42,500	38,636
25 – 34 years	31.4%	28.8%
35 – 44 years	28.4%	30.3%
45 years and over	26.8%	28.6%
Class B-	20.6%	18.8%
Class C+	30.6%	33.2%
Class C	44.2%	38.4%
With Telephone data	76.8%	72.9%
2nd Quarter 2008	5,083	3,328
1st Quarter 2008	6,686	4,880
4th Quarter 2007	8,182	6,063

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.
