



REGENCY DIRECT MAIL LTD.

#210-31060 Peardonville Road, Abbotsford, British Columbia, Abbotsford, British Columbia, V2T 6K5, Canada
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SAI Buyers - South Africa

Counts:

Universe – 180,000
0-12 months – 100,800
13-18 months – 27,000
19-24 months – 52,200

This list is comprised of individuals who have purchased or inquired about insurance products, with a sweeps incentive.

This file is 100% direct mail sourced. There are 43% males, and 40% females on this file, with 86% speaking English and 14 % speaking Afrikaans.

Age is only available on 40 % of the records.

Selections available: Gender, language, age, postal code ranges, date of last response, income area (extra charge).

Income Areas: LSM8=14%, LSM7=46%, LSM6=14 %, LSM5 = 6%, LSM's 1-4 = 4%
Unknown income areas = 17 %

Pricing:

Base – US\$225.00/M

Selections:

Recency – US\$10.00/M
Income Area – US\$20.00/M

Delivery:

Email – US\$50.00/F

Minimum order: 5,000

****No Drops Allowed****

****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.
