

**Willy Brailard exclusivity**

The oldest mail order company for plants, seeds, garden accessories.... Most of the clients have a house with a garden.

**Quantities:**

Direct mail buyers 0-12 months Mr	3.449
Direct mail buyers 0-12 months Mrs	644
Shoppers 0-12 months Mr	20.303
Shoppers 0-12 months Mrs	7.103

**Prices by thousand : (€)**

Rental of Addresses	149,00
Rental of Addresses Non actives	124,00
Rental of Addresses Prospects	87,00
Selection Buyers in shops/mail order	Free
Selection Gender	Free
Selection Language	Free
Selection Multi-buyers	Free
Selection Postal code	Free
Selection Random	Free
Classification By increasing zipcodes	Free
Classification Separately by language	Free
Delivery Magnetic tape	Free
AEL - APC - ASM	50,00%

**Fixed costs: (€)**

Fixed costs	62,00
Counting (complex)	On request

**Remarks**

Delivery : 5 days  
 Postal returns: Reimbursement > 5% if postal returns within 90 days after delivery  
 Minimum order : 5000 addresses.  
 Inserts available on request !  
 No FLAGGING.  
 Exchange possible, if accepted by owner.  
 All rental subject to owner's approval.  
 Pricing and delivery leads are given for information. Quotation will be confirmed with the order.  
 Quoted prices are exclusive of VAT and dispatch costs.

Identification number of the Commission on Privacy: 000394829

