

## South Africa Reader's Digest Expires List

|                           |                 |
|---------------------------|-----------------|
| <b>Size of Universe</b>   | 94,600          |
| <b>Price</b>              | \$175/M         |
| <b>Source</b>             | Subscriber List |
| <b>Min Order Quantity</b> | 5,000           |
| <b>Update Frequency</b>   | Anually         |

|                     |        |
|---------------------|--------|
| ✉ <b>Postal</b>     | 94,600 |
| @ <b>eMail</b>      | N/A    |
| ☎ <b>Landline</b>   | N/A    |
| ☎ <b>Cell Phone</b> | N/A    |

### DESCRIPTION

The individuals on this list are prior active Reader's Digest subscribers. They are active mail order responders and buyers. Reader's Digest does not allow rentals of their active subscriber lists, so this is the closest you can get to some of the most tried and true mail order responders. These South African consumers are comfortable with mail order buying, and they generally choose direct mail over any other in-home purchase method.

### SELECT

Set-Up \$20/M

### USAGE

Consumer Products  
Hobbies/Interests  
Sweepstakes/Contests  
Book Magazine Offers

### RESTRICTIONS

Allow 5 days from date of order for delivery.

### LIST TERMS

The list is supplied for a one-time use. The list is seeded to detect unauthorized use. A sample mail piece must be submitted for the list owner's approval. Full payment must be received before the order will be dispatched.

### CANCELLATION POLICY

Orders cancelled 5 days prior to or after original mail date will require payment in full. Orders cancelled before the mail date will be subject to a \$150/file fee plus \$10/M running charges, plus production fees. The mailer will incur extra fees in addition to normal cancellation charges for names cancelled post merge/purge.

### PROCESSING OF ORDER AND DELIVERY

Allow one week upon receipt of the confirmed order.