NEW ZEALAND DIRECT MARKETING PROMOTIONAL RESPONDER: IN-01

367,857 For One Time Use-

Mailing Data	$195/M
Contact & Email Address Supplied	$195/M
Telephone Data	$195/M
Fax Number Supplied	$195/M
Fax Number Supplied W/Mailing Data	$245/M
For Multiple Use-	
Mailing & Telephone Data	$390/M
Mailing/Telephone/Fax and Email Address	$495/M
Contact Name & Email Address Broadcast	$275/M

These are New Zealand buyers of products and services promoted by mail, fax, phone and Email addresses. Deduplicated from the lists in the profiles section.

Additional Selections:
- Nationality @ N/C
- Destination @ N/C
- Monthly Income @ N/C
- Industry Classification @ N/C
- P/S Labels @ $15/F

Age:
- Below 25
- 25 - 34
- 35 - 49
- 50 Plus

Monthly Income:
- More Than US 6,000
- US 3,000 - 6,000
- Less Than US 3,000
- Unknown

For Business Address Only:
- Employee Size-
  - 1 - 10
  - 11 - 50
  - 51 - 100
  - 101 - 500
  - 500+

Job Title: Chairman/President/MD/CEO, COO/CFO/CIO/Director/Vice Pres, General Manager/Senior Manager, Middle-Level/Junior-Level Exec, Professional, Other

---------- DATE ---------
04/01/03 UPDATED
05/28/03 CONFIRMED

------- UNIT OF SALE -----
N/A

---------- GENDER --------
% N/A
CAN SELECT

---------- MEDIA ---------
100% DIRECT RESPONSE
SEE TEXT

-------- ADDRESSING ------
P/S LABELS OR DISKETTE

-------- SELECTIONS ------
N/C AGE
N/C NUMBER OF EMPLOYEE
N/C SIC/NAICS CODE
N/C JOB TITLE SELECT
N/C BUSINESS ADDRESS
N/C BUS/INDUSTRY TYPE
N/C HOME ADDRESS
N/C EMAIL DELIVERY
$15.00 DISKETTE (FLAT FEE
N/C RECENCY
N/C GENDER/SEX

------ MINIMUM ORDER -----
5,000

NOTE: All Pricing In US Dollars

Industry Classification: Agriculture/ Forestry/and Fishing, Mining, Construction, Manufacturing- Foods/Tobacco, Textile and Apparel, Lumber and Wood Pdts, Paper/ Printing and Publishing, Chemicals and Allied Pdts, Petroleum Refining/Etc, Rubber/Plastic/Leather Pdts, Stone/Clay/ Glass/Concrete Pdts, Primary/Fabricated Metal, Machinery/Transport Eqpt, Electrical and Electronic, Precision Instruments, Miscellaneous, Transportation/Communication, Utilities, Wholesale Trade, Retail Trade, Finance/ Insurance and Real Estate, Hotels and Other Lodging Services, Personal Services, Business Services, Health Services, Other Services, Public Administration, Others

Profile (each is a separate list):

Business Decision Makers-	72,829
Local Business Executives and Professionals: They are local businessmen and professionals who play key roles in their organizations	34,799
Expatriate Business Executives And Professionals: They are foreign nationals with high salaries, who play vital roles in the organizations they work for	953
Successful Entrepreneurs: They have managed to grow their business into a profitable venture over a span of at least seven years	12,039
Economic Forecast and Report Buyers: They monitor developments in the global economy through reports published by reputable financial institutions	7,839
Emerging Market Prospect Optimists: They are keen to invest capital, transfer technology, increase market share, and expand operations in emerging markets	3,155
Marketing Services Who's Who: They specialize in marketing strategy, product conceptualization, branding,	1,436

advertising, sales management, and public relations	
Marketing and Sales Book Buyers: They read books to stay on top of the latest thinking and practice in marketing and sales	7,205
Financial Management Book Buyers: They stay on top of the latest thinking and practice in financial management as well as developments in global finance	7,198
Human Resources Management Book Buyers: They read books to stay on top of the latest practices in human resources management	6,585
Major Companies' Annual Report Requestors: They want to know about major companies finances, with a view of targeting them as suppliers, customers, agents, employers, etc	6,124
Business Degree Holders from Well/Known Schools: They are alumni of major business schools known for the quality and competitiveness of their curricula	4,601
Business Strategy Software Simulation Buyers: They buy a software game that tests their ability to make the best business decisions	2,170
English-Literate Local Business Execs/Entrepreneurs/and Professionals: They form an ideal B2B target for offers in English aimed at countries where English is not widely spoken	1,469
Local Currency Restriction Evaders: They do not want their foreign transactions to be hampered by local monetary restrictions	1,532
Financial Security Schemers-	52,240
Investors: They are high net-worth individuals who have signed up for personal investment savings plans	9,323
Contrarian Investors: They go for investment options most other investors turn away	4,395

from hoping they will reap huge rewards when trends reverse	
Overseas Real Estate Property Buyers: They are wealthy individuals who travel to developed countries where acquisition of real estate by a foreign national is unrestricted	1,034
Bargain Property Hunters: They take advantage of crashes in the real estate markets, and look for the best buy	1,970
Offshore Bank Depositors: They keep their money at banks outside the countries where they currently live and work	1,251
Multiple Currency Depositors: They maintain bank accounts in various currencies for investment purposes	2,001
Foreign-Owned Bank Branch Depositors: They prefer to keep their money in branches of international banks than in local banks	2,098
Foreign Exchange Speculators: They consistently move funds from local to foreign currency accounts and vise versa, hoping to benefit from exchange rate fluctuation	1,479
Personal Finance Book Buyers: They want to understand how the financial markets work, and how they can secure their financial future	6,846
Personal Investment Portfolio Strategy Attendees: They attended seminars that explain how they can ensure themselves of a comfortable financial future	5,193
Financial Indices Close Watchers: They closely watch tables and graphs contained in financial publications	7,015
Mutual Fund Close Performance Watchers: They closely watch mutual funds, either because they have invested in much, or are contemplating to invest	7,719
Free Financial Advisory Newsletter	7,146

Recipients:
They have signed up for a free subscription to a financial newsletter published by investment plan brokers

Personal Tax Haven Seekers: 1,210
They are looking for havens where they can keep their savings from being depleted by hefty taxes

Stock Market Money-Making Enthusiasts: 3,443
They are financially sophisticated enough to buy and sell stocks based on their own monitoring of stock market indicators

Stock Market Simulation Software Buyers: 1,782
They bought this software which tests their ability to grow and make money from an initial portfolio of stocks

Foreign Exchange Trading Simulation Software Buyers: 988
They buy this software game that tests their skills in making money in the foreign exchange markets

High Personal Income Tax Payers: 407
They belong to the uppermost income bracket in their society

Esoteric Enthusiasts- 21,004

Ch'I Concept Believers: 3,748
They believe that cosmic energy can be harnessed to bring in fortune, health, and many other good things

Chinese Horoscope Believers: 3,925
They read about what someone born in the year of the monkey, or any other year, can expect in his life this year

Confucian Teachings Readers: 3,286
They read about the down-to-earth teachings of Confucius, as well as the sophisticated Confucian classics

Crystal Healing Power Believers: 1,462
They believe in the curative value of the crystals

Dream Interpretation Book Buyers: 1,421
They read books to decipher the messages that dreams try to

convey
Feng Shui Believers: 5,823
They believe that the configuration of the office space relative to the sun and stars determines the success of their business
Feng Shui Sculpture Believers: 2,689
They collect sculptures that they believe can unlock the energy of the universe
Financial Astrology Believers: 1,387
They use astrology to make investment and trading decisions
Fortune-Teller Believing Businessmen: 745
Prophecy Book Buyers: 1,121
They read to see what fortune tellers predict about the world, their countries, and well-known personalities
Zen Concept Believers: 2,280
They practice Zen hoping that they can become better managers
Zodiac Book Buyers: 3,462
They read horoscope books hoping that they will gain better control of their destiny, and make their dreams come true
Ready Buyers- 24,624
Shopping Mail and Department Store Heavy Spenders: 2,133
They shop extensively that they have been given charge cards, so that the malls and shops could monitor their purchasing priorities
Television Shopping Program Buyers: 2,580
They shop frequently from television buying shows
Home Electronics Heavy Spenders: 1,313
They closely watch the latest hardware and software releases, and spend a fortune in upgrading their computer systems at home
Culinary Enthusiasts: 4,725
They engage in activities that foster the art of preparing and serving good food
Multiple Credit Card Holders: 21,148
They have credit standings that are good enough to get three or more major credit cards
Direct Marketing Promotion 12,072

Responders: They respond well to offers made buy mail, fax, phone, and Email	
Avid Readers-	39,403
Book Buyers/Business and Professional Topics: They buy the latest books on the areas that interest them personally and professionally	19,604
Books Written in Foreign Languages Mail Order Buyers: They are foreigners and locals who prefer to read in the language foreign to the country they live in	3,293
Magazine and Newspaper Subscribers/Business Addresses: They signed up for subscriptions offered via direct mail ads or door-to-door agents	9,920
Magazine and Newspaper Subscribers/Private Addresses: They signed up for subscriptions offered via direct mail ads or door-to-door agents	6,586
Travelers-	62,705
Business Class Frequent Travelers: They travel often on business class roundtrip air tickets that they buy from travel agencies	22,707
Five-Star Hotel Frequent Guests: They can afford the luxury of staying at five-star hotels while on business trips or holidays	12,885
Hotel Privilege Card Holders: They signed up for a card that allows discounts on hotel rates and consumption of food and beverage at the hotel restaurants	5,174
Expensive Holiday Goers: They spend at least USD 5000 Per person in fares and accommodation only	3,731
Travel Agents' Prime Clients: They are regular buyers of air ticket & hotel vouchers & tour vouchers package from travel agents	3,663

Tropical Beach Resort Goers: 3,205
They are loyal clients of beach resorts in tropical countries
Eurail Travel Lovers: 2,228
They buy the Eurail pass and its variants in order to enjoy the flexibility of traveling all over the European continent
European Ski Holiday Package: 2,145
They go to Europe in winter and spend a lot of time in ski resorts
Holiday Shopping Spree Goers: 2,943
They visit foreign countries for shopping, more shopping, and even more shopping
Well Traveled Yuppies: 1,349
They are young people with lucrative careers who travel frequently
Western Night Life Seekers: 2,382
They are young people with lucrative careers who travel frequently
International Trade Fair 11,358
Exhibitors:
They are executives and business owners who reach out to the international market by showcasing their products/ services at trade fairs

Luxury Lovers- 55,591
Expensive Hobby Indulgers: 4,020
They can afford to engage in recreational activities that involve substantial upfront investment as well as recurring expenses
Gold Credit Card Holders: 5,483
They have a very high disposable income and an impeccable credit worthiness
Antique Asian Furniture 3,729
Collectors:
They regularly travel to Asia, not just for holidays and business, but to shop for Asian furniture
Beauty and Grooming Products Mail 4,981
Order Buyers:
They buy products for bodily care and for the maintenance of presentable physical appearances of a person
Collectible Enthusiasts and Heavy 5,346

Spenders: They are serious collectors of coins, bank notes, stamps, precious stones, and many others	
Elegant Jewelry Buyers: They buy expensive brands of watches, made-to-order rings, bracelets, necklaces, and other pieces of fancy jewelry	3,007
Elitist Cultural Performance Lovers: They prefer first class performances of operas, ballets, and plays	3,469
Fashionable Sports Outfit Buyers: They buy the brands that show their exquisite taste for fashion	4,416
High-Class Hair Salon Users: They prefer to be seen at five-star hair salons, where they can rub shoulders with socialites and celebrities	1,994
International Fashion Catalog Shoppers: They purchase regularly from international fashion catalogs, and have gotten their names into the catalogs' mailing lists	4,052
Luxury Car Owners: They own car brands considered as luxury items in countries where they live	6,190
Novelty Gadget Buyers: They are easily attracted to unusual or strange gadgets, and they buy these gadgets on impulse	3,045
Private Boat Owners and Other Sailing Enthusiasts: They love sailing around coastlines around islands, and into the open seas as a form of pasttime	1,095
Up-Market Fitness Club Members: They frequent high-class fitness centers, not necessarily to stay in shape or remain fit, but to enjoy the prestige of being seen in such places	2,626
Western Art Collectors: They are open minded individuals who enjoy the diversity of cultures around the world	4,529

Wine Connoisseurs: They are known for their discriminating taste for wine, and they can discern wine quality through color, smell, and taste	6,072
Wining and Dining Big Spenders: These people are known for their tendency to splurge everytime they entertain VIP guests for dinner	3,987
Golf Club Members: They are people who want the prestige of a golf club membership, and who have the money to pay for it	3,959
Jockey Club Members: They are equestrian sports enthusiasts who want and who can afford the prestige of a jockey club membership	196
Healthy Living Aspirants-	15,678
Aerobics Session Regular Attendees: They are highly committed to the goal of staying fit and in shape	2,270
Alternative Medicine Literature Buyers: They read about therapies and other alternative treatments, after modern medicine had failed to heal them	5,505
Aromatherapy Product Buyers: They buy medical herb distillation extracts and prepare concoctions to fight bacteria and viruses	3,564
Health and Fitness Magazine Subscribers: They read about dietary and weight control, child health care, cancer prevention, fitness and exercises, etc	5,351
Herbal Medicine Users: They use herbs to facilitate digestion, improve mood, increase energy levels, and heal wounds	1,310
Medical Literature Buyers: They are professionals and enthusiasts who read about the latest in medical science technology	4,431
Natural Medicine Course	1,258

Attendees: They attend short courses on topics like acupuncture, kinesiology, medicine, and physical therapy	
Stress Management Course	2,408
Enrollees: They attended courses in the hope of finding relief from stress in their professional and personal lives	
Weight Loss Program Buyers:	1,408
They want to get rid of excessive fat in order to look better or feel better for themselves	
Technology Update Watchers-	14,759
Information Technology Attendees:	5,130
They attend IT (Information Technology) conferences to keep themselves informed of the developments in this rapidly changing field	
Architectural Design Book Buyers:	4,495
They are architects and designers by profession, who keep abreast of the developments in architecture	
Engineering Book Buyers:	6,913
They are engineers and other technical professionals who want to stay ahead in their technical field of work	
State-of-the-Art Gadget Buyers:	2,384
They are constantly on the look out for the latest model of mobile phones, computer peripherals, cameras, and other gadgets	
Instant Wealth Seekers-	9,024
Quick Book Enthusiasts:	1,001
They are business-minded people who are always on the look out for deals where profits can be made easily	
Casino Goers:	6,732
They are regular visitors in places like Macau, Las Vegas, Atlantic City, and Monte Carlo	
Sports Events Gamblers:	1,681
They watch sports events, not for the love of the game but for the thrill of betting on the game	
Lucky Draw Promotion Winners:	765

They won valuable prizes at lucky draws organized by companies to promote products and services

Bingo Session Attendees: 1,101
They attend organized fund raising sessions as well as visit frequently the local bingo establishments

Media: The names are regularly supplied by (1) database management companies that update client database; (2) mail house, telemarketing outfits, door-to-door agents who are contracted to sell various products; (3) distribution and fulfillment houses, who are contracted to deliver products ordered through direct marketing means