



**LIST NAME: NINE MSN HOTMAIL  
FEATURED OFFER**

**DATACARD #** E-72

**QUANTITY:** 5.2 Million Plus Active

#### ▣ LIST DESCRIPTION

NineMSN have over 5.2 million active Hotmail Accounts. These members have the opportunity to opt in and receive special offers from advertisers based on interest category – namely, Featured Offers.

Benefit: Reach a large volume of people who have opted in to receive advertiser offers based on specific interest categories.

▣ **FORMATS AVAILABLE:** Email Campaign

#### ▣ SELECTIONS AND COSTING

Offer Type	Count	Cost*
Autos	63,300	\$3,000
Baby Care	63,000	\$3,000
Bargain Centre	71,500	\$3,500
Beauty & Fragrance	98,100	\$4,500
Books & Magazines	151,500	47,000
Careers	44,931	\$2,000
Computer Hardware	110,200	\$5,000
Computer Software	123,600	\$6,000
Coupons	78,000	\$3,500
Digital Music Devices	52,200	\$2,500
Flowers & Gifts	62,600	\$3,000
Food, Wine & Grocery	71,100	\$3,000
Games & Toys	143,900	\$7,000
Health & Pharmacy	72,800	\$3,000
Hobbies	105,600	\$5,000
Home Decorating	73,785	\$3,000
Home Improvement & Gardening	78,000	\$3,500
Home Office	50,100	\$2,500
Home Theatre (TVs, stereos)	116,200	\$5,500
Insurance/Financial Services	43,600	\$2,000
Investing/Personal Finance	64,700	\$3,000
Jewellery	153,000	\$7,500
Kids/Babies/Maternity	86,200	\$4,000
Love & relationships	101,700	\$5,000
Luxury & Designer	63,547	\$3,000
Men's clothing and accessories	123,600	\$6,000
Mobile competitions & fun	45,612	\$2,000
Music & Videos	273,000	\$10,000
Ninemsn marketing offers	50,000	\$2,000
Pets	120,000	\$6,000
Photography	110,900	\$5,000
Real Estate	27,300	\$1,000
Shopping	81,600	\$4,000
Sports & outdoors	152,000	\$7,000

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## SELECTIONS AND COSTING Cont'

Offer Type	Count	Cost*
Teens	218,000	\$10,000
Telecommunications	43,300	\$2,000
Travel	134,700	\$6,500
Video Games	172,400	\$8,000
Women's clothes & accessories	148,800	\$7,000
*Based on approximately \$50.00 per thousand, rounded down.		

**MINIMUM ORDER REQUIREMENT:** All in chosen category

**10% GST applies to all pricing, including the minimum order requirement.**

**DELIVERABILITY:** 100%

**RESTRICTIONS, REQUIREMENTS & INFO:** Delivery time is 2-3 working days • See "List FAQ's" for details on pricing calculations • Unless specified the list is supplied for a one time use only • Lists are seeded with dummy names to detect unauthorised use • A sample mail pack is required upon ordering for approval • The list is not available to competitive products • Unless arranged otherwise, payment is required with order • We require confirmation of your order in writing and completion of our List Supply Agreement • Quantities available may vary upon the production of the actual list • Pricing is subject to change without notice • In some cases, the list may need to be processed by an independent Mailing House, Fax Broadcaster or Email Broadcaster • Additional charges may apply for complicated selections • Copying of any list is strictly prohibited •