

Columbia House DVD Club Masterfile

The Columbia House DVD Club offers more than 8,000 titles from major and independent movie studios. From just-released blockbusters to timeless classics in every genre, members have the convenience of ordering via catalog or online and can even pre-order new releases before they hit stores.



SEGMENTS

| | | |
|--------|--------------------|----------|
| 18,764 | 12-month Buyers | \$120/M |
| 10,954 | 6-month Buyers | + \$10/M |
| 7,040 | 3-month Buyers | + \$15/M |
| 3,440 | Hotline Buyers | + \$20/M |
| | Catalog Rate | \$80/M |
| | Fundraising Offers | \$75/M |

SELECTS

| | |
|----------------------|---------|
| Dollar Amount | \$15/M |
| Number of Shipments | \$10/M |
| Source | \$10/M |
| State/SCF/Zip Code | \$10/M |
| Gender | \$10/M |
| Presence of Children | \$15/M |
| Key Code | Inquire |

DEMOGRAPHICS

56% Female, Average Age: 46,
Average Income: \$54,000

SOURCE

Direct Mail, Internet

ADDRESSING

FTP \$75/F

AVERAGE ORDER VALUE

\$41.73

MINIMUM QUANTITY

10,000

NOTES

Delivery: 3-5 working days.

Rush Fee Available: \$75/F

Net Name Policy: 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

Payment Policy: New mailers or brokers must prepay. Net 30 days from mail date.

Terms: Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

columbiahouse



For a customized recommendation, please contact Tina Cavallo:

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