



Total File Size: 180,000

Cost per '000: £50-£75

Online

Email and postal names available

Background

Devilcards.com is a free e-cards website. The site enables users to send animated cartoons based around hallmark days for free. For example there is a wide selection of cards to celebrate Christmas, New Year, birthdays and Valentines Day.

Before sending a free e-card, users must fill in their full postal and email address, gender, full name and date of birth.

With asking users to supply these details the site has collected a wide range of information on their users. The majority are female aged 20-40 and profiling shows that they are early adopters and experienced internet users.

The site had an impressive 297,000 unique users in December 2005 alone and the volumes are expected to grow due to increased advertising.

This list is brand new to the market, therefore this is a fresh source of new buyers. We would suggest this list to broad range of mailers looking to do postal and online promotions.

File Breakdown

Users	180,000
0-12 month recency	180,000
Email names	180,000
Postal names	100,000

Selection Available

Date of birth	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
Geography	No charge
Nth/ Flaggering	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

Profile

- 68% female, 32% male
- Predominantly aged 20-40
- 180,000 0-12 month recency

Full profile information available on request

Source

- Google
- Mirror Group

...Please turn over for further information

...Please turn over for further information

Data correct as of July 2008

For the latest counts, check out our website at: www.listlab.com

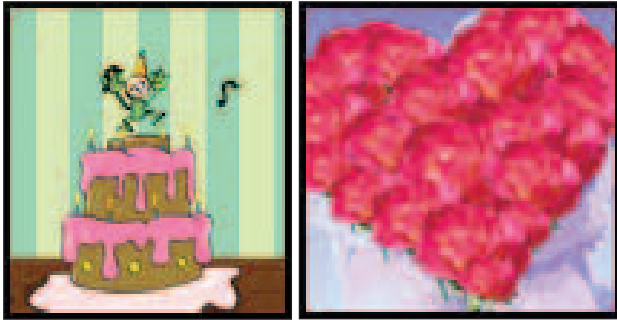
Or telephone **+44 (0)20 7484 8686**



Golden Cross House
The Strand, 8 Duncannon St
London WC2N 4JF
Tel: +44 (0)20 7484 8686
Fax: +44 (0)20 7484 8720
Email: lists@listlab.com
Web: www.listlab.com



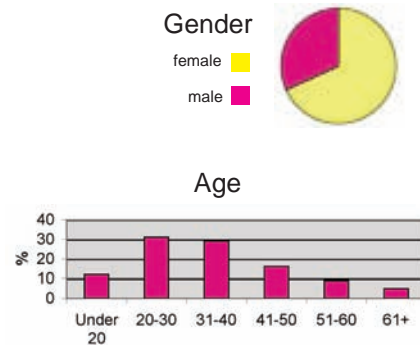
Example



List Rental Rates (per '000)

Postal Address	£75
Email Address	£50
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

Illustrated Profile



Production/Delivery Costs

Email	£35
Disk	£35
Self-Adhesive Labels	£10 per '000
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£30
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

Useful Info

- [Check out www.devilcards.com](http://www.devilcards.com)
- This file is updated on a quarterly basis
- This file has been seeded
- This file has been MPS cleaned

Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request