

The most comprehensive consumer database in Spain

Schober

Hogares ■

Coverage: Whole Spain

Description: This database contains 12,5 million addresses of consumers who may be selected using a Socio-economical and lifestyle segmentation. All with telephone numbers so that you can contact them and speak about your offer directly with your target group.

Number of records: Around 12,500,000 addresses

Males: Around 70%

Females: Around 30%

List type and Source: Compiled

Profile: Spanish consumers with their private addresses

100% fully postcoded and phone numbered.

Suitable users: Offers related to all consumer goods such as, fashion, household goods, insurance, credit cards, entertainment, etc.

Update: Daily through the phone directory, returns, robinson names and deceased people.

Selection Criteria:

- | | |
|---|--|
| <input type="checkbox"/> Gender | <input type="checkbox"/> Foreigners |
| <input type="checkbox"/> Socio-economic level | <input type="checkbox"/> SOHO's |
| <input type="checkbox"/> Age | <input type="checkbox"/> Type of house |
| <input type="checkbox"/> Geographical | |

Tariffs:

Concept with NSE Segmentation	Cost (One time usage)
- Name+ family name+ address	70 Euro/m
- Name+ family name+ address+ Telephone number	100 Euro/m
+ Selection Fee	300 Euro/f
* Minimum rental order	600 Euro/f

Important discount addresses volume.
Broker commission: 15%

For further information contact your international consultant, Gerardo Raído, on the phone +34 91 3822003, or send him an e-mail to: graido@schober.es