



SNAPSHOT:

Launched in June 2007 eCards.co.uk is currently the largest UK online greeting card site - users are able to send animated cartoons base around hallmark days for free.

Users of the site are male (40%) and female (60%), aged between 20 - 50. They are a mix of early adopters and experienced internet users, with a history of online purchasing and extremely offer responsive. Users receive no more than three emails per week from eCards.

QUANTITY AVAILABLE:

903,000 records

UPDATED:

Daily

MAINTENANCE:

Daily through email sends and user updates

AVAILABLE SELECTION CRITERIA:

eCards List:

Geography
Gender
Age

Premium eCards List:

Home Insurance renewal dates
Car Insurance renewal dates
Pet Insurance renewal dates
Interests
Hobbies
Car they drive
Dependents
Pet Owners
Occupation

RATE CARD (Exc VAT)

Volume

Premium List

100-200k	£17.50/,000	£29/,000
200-300k	£14.00/,000	£23/,000
300-500k	£11.50/,000	N/A
500-750k	£9.50/,000	N/A
750-900k	£7.00/,000	N/A

MINIMUM ORDER VALUE:

£1,000

VAT TO BE ADDED TO ALL PRICES QUOTED

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