



datacard

South Africa Youth SMS and E-Mail Database

Counts Through April 2010

Updated May 2010

Overview:

163,755 Youth Internet Users \$200/M

Description:

These young South African consumers are members of one of the leading leisure and entertainment websites in South Africa. These young kids log onto the website via the internet to view pictures and receive information about the youth culture in South Africa.

Available selects include geographic region, gender, age, and employment status.

AVAILABLE SELECTIONS:

REGION:

Gauteng 31,458 SMS / 23,035 E-mail
Western Cape 24,943 SMS / 22,166 E-mail
KZN 20,331 SMS / 11,428 E-mail
Eastern Cape 14,716 SMS / 15,678 E-mail

AGE:

6% <18
17% 18-20
40% 21-24
37% 25+

EMPLOYMENT STATUS:

49% Working
42% Students
9% Other

Source

100% Opt-in

Gender Profile

51.0 % Male
49.0 % Female

Selection Charges

Output Media

Update Schedule

Continuously

Minimums

5,000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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