



### □ Description

Born from the merge of the 2 brands AUDIKA & REVELSON, AUDIKA is now the French leading company in the field of hearing help, with a speciality in the domain of high tech electronics hearing helps.

### □ Profile

Clients and prospects of AUDIKA are mostly aged 50 +, with high disposable incomes. 53% males, 47% females. Clients recruitment is done through many channels : in-shop buyers, press adverts, direct mail, card deck mailings, DRTV, internet...

### □ Available selects

Recency, geo, gender, recruitment type.

### RECOMMENDED USAGE

**This list is recommended for charity mailings. Audika's clients are also interested by leisure, health, investment offers, and generally speaking by any offer related to seniors. They are proven responders to mail order offers.**

### Universe (France):



0-12 months: 150 000 rec

13-24 months: 70 000rec



0-24 months: 195 000  
telephone numbers

### Audika.com (internet origin)



0-12 months: 19 320 rec

13-24 months: 14 250 rec



29 635 telephone numbers

### Rental prices

#### Postal addresses

Base rental per 1000.....210 €

#### Telephone numbers

Base rental, per 1000.....290 €

#### Postal address +Telephone numbers

Base rental, per 1000.....350 €

Flat set up fee.....280€

Complexe selection (geo, multi-  
criteria.....)+100€

Minimum order: 5,000 records

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