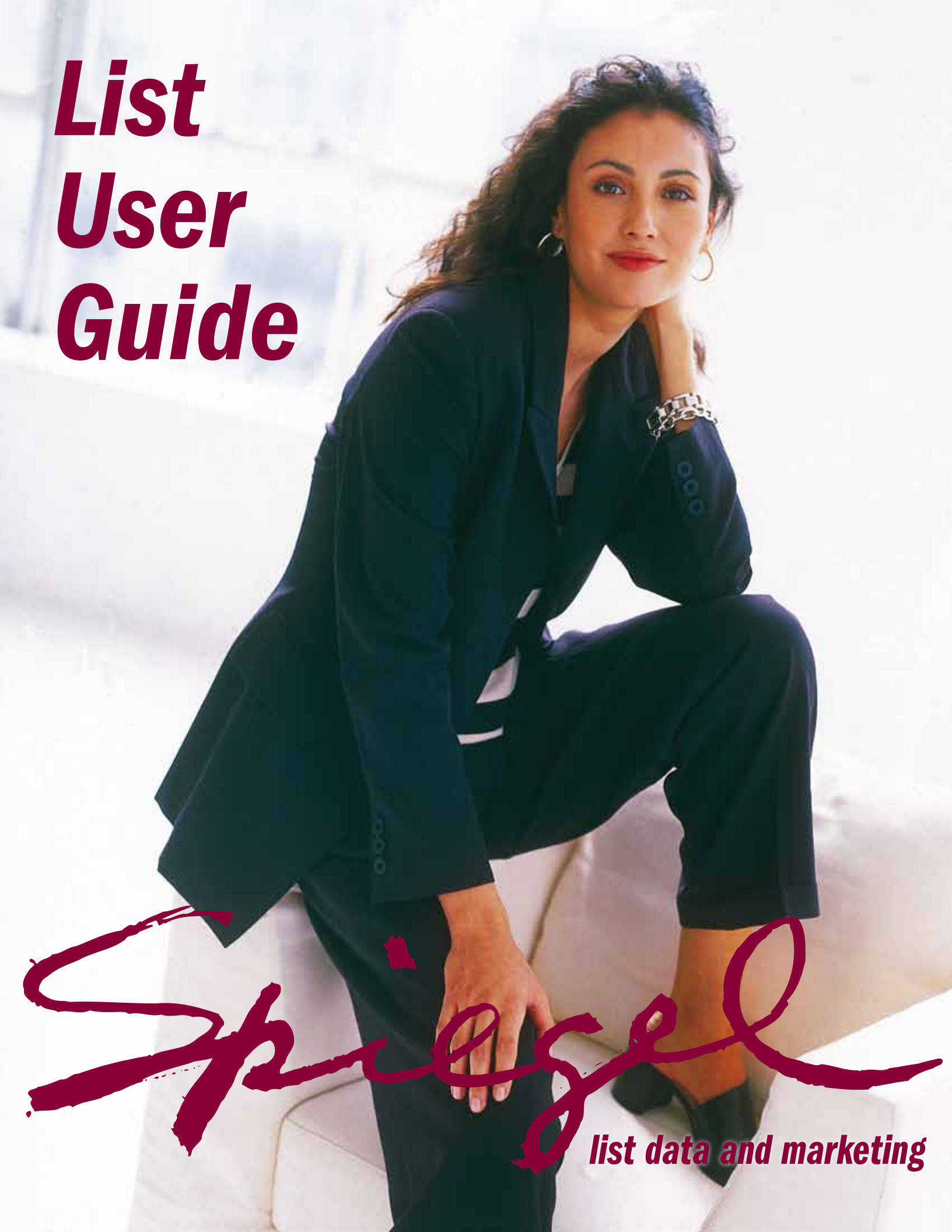
List User Guide



Spiegel

list data and marketing

spiegel made simple

Using This Guide

While this guide only outlines the depth and flexibility of the Spiegel customer file, it should serve as a powerful tool in realizing the potential of the many "sub-lists" within the expansive universe of buyers.

Many of these described "segments" are targeted and large enough to be considered stand-alone lists.

Use this guide as a platform for brain-storming new prospecting ideas within the Spiegel file.

Where to Begin

Begin by browsing through some Spiegel catalogs. Pick out the merchandise that your current customer would be most interested in.

Next, locate the corresponding product selections within this guide. Additionally, review the "Who's Mailing What?" section to see what similar mailers are actively selecting from the Spiegel universe of buyers.

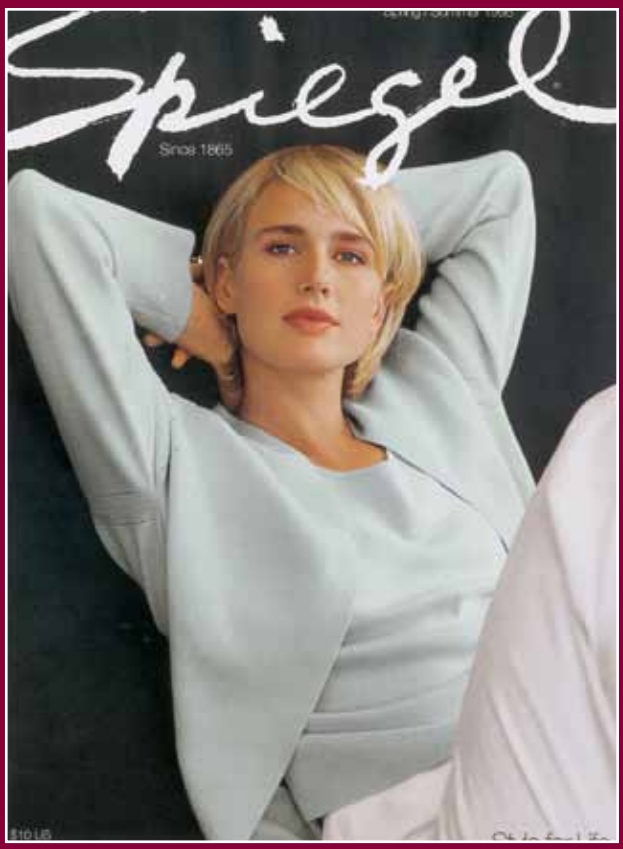
Throughout this process, feel free to contact anyone on the Spiegel List Management Team. They will be able to assist you in targeting the most responsive Spiegel segments for your offer.

Rolling Out

Armed with your user history and sales results, the Spiegel List Management Team will map out your next course of action. Very often, with the Spiegel file's tremendous size and selectivity, the slightest adjustments can bring even larger productive universes.

Because the Spiegel file is constantly evolving, Acxiom/Direct Media will keep you abreast of all the new segments and changes that will benefit your mail plan!

Please call our Spiegel team for list advisement and current Spiegel media.



"No direct marketer has converted more Americans into mail order shoppers than Spiegel"

who's mailing what?

Spiegel Selections to Fit All Mailer Categories

Mailer Category	***Responsive Segments***
Fundraisers	Change of Address Seniors (Age 50+) Buyers in Puerto Rico Hotline/Geo Select
Publications:	
(Fashion)	Change of Address Catalog Requesters Spiegel onView
(Regional)	Hotline/Geo Select
(Cooking/ Continuity)	Fitness Equipment & Exercise Wear Kitchen & Cooking Decor Housewares Business Address Cooking (Lifetrends)
(Health)	Catalog Requesters Exercise Wear Men's Tailored Wear/Suits Fitness Equipment & Exercise Wear Seniors (Age 50+) Health & Fitness Interests (LifeTrends)
(Home Decor)	Home Furnishings Change of Address
Children's Wear/Toys	Children's Toys Preschool Toys Kids Room Baby's Room
Women's Apparel	
(General)	onView Elements Discover Spiegel Together! Swimwear Large Size Petites

spiegel product selections

Product Purchased Selects

Selections can be made by individual product or general product groupings.

General Women's Fashion

- Swimwear
- Exercise wear
- Knits/Sweaters
- Suits/Career Wear
- Woven Tops/Denims
- Coats
- Intimate Apparel
- Footwear (Designer/Better)
- Footwear (Moderate)
- Footwear (Casual)
- Footwear (Athletic)
- Sportswear

Women's Accessories/Jewelry

- Fine Jewelry
- Watches
- Handbags
- Belts, Hats and Scarves
- Bridal Rings

Special Women's Fashion

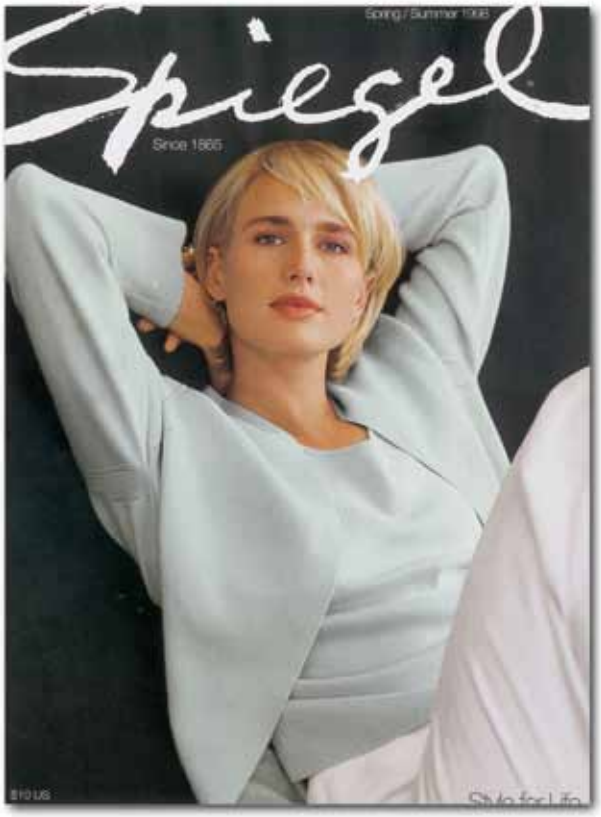
- Apart
- Blushe by Spiegel
- Branded Sportswear
- Designer Sportswear
- Dresses, Etc.
- Elements
- Large Sizes
- Leather Clothing
- Lee & Levi's
- Moda Spiegel
- Paradox
- Petites
- Sarah Chapman
- Special Occasion Dressing
- Together!

General Men's Fashion

- Suits/Tailored Shirts
- Sportswear
- Activewear
- Outerwear
- Casualwear
- Lee & Levis
- Shoes
- Accessories
- Designer Brands
- Tall Sizes

Housewares

- Dining/Tabletop
- Glassware/Flatware
- Small Appliances
- Space Savers
- Reiter Branded Housewares/ Small Appliances



spiegel's big book

Spiegel's classic "Big Book" catalog features an enormous array of upscale fashions for men and women, as well as an extensive line of fine home furnishings and housewares. The primary audience of 2,880,000 12-month buyers is upwardly mobile working women, ages 25 - 45, with a median household income of $52,000. However, extensive selectivity allows for precise segmentation of virtually any market, male or female.

spiegel onView

OnView represents a dazzling collection of four women's apparel lines as well as unique home furnishings. "Apart" adds both color and distinction to a women's wardrobe with its sophisticated style. "Together" focuses on detail and adding personality with lace, embroidery, and distinct colors and patterns. "Moda Spiegel" reflects alluring style and quality. Understated elegance is the trademark of "Blushe by Spiegel". "OnView Home" speaks to those who love beautiful and elegant surroundings. When combined onView offers 180,000 12-month buyers, but each line can be segmented separately for optimum selectivity.