

Purchase options

For more information and order forms, please visit www.popaiDS.de

Get the early bird discount!
10% until Oct. 31, 07

General prices

Study language	region / country / customer group	Currency	Study price	Study price POPAI member
English	Worldwide	EUR	1.750	750
German	Worldwide	EUR	1.750	750

Study language	region / country / customer group	Currency	Study price	Study price POPAI member
Arabic	Worldwide	EUR	4.375	1.875
French	Worldwide	EUR	3.500	1.500
Hindi	Worldwide	EUR	4.375	1.875
Italian	Worldwide	EUR	3.500	1.500
Japanese	Worldwide	EUR	4.375	1.875
Mandarin	Worldwide	EUR	4.375	1.875
Polish	Worldwide	EUR	3.500	1.500
Portuguese	Worldwide	EUR	3.500	1.500
Russian	Worldwide	EUR	3.500	1.500
Spanish	Worldwide	EUR	3.500	1.500

Study language	region / country / customer group	Currency	Study price
English	Research and teaching	EUR	500
German	Research and teaching	EUR	500

International prices

Study language	EUR	USD	CHF	GBP	AUD	CAD	HKD	JPY
English	1.750	2.624	3.169	1.300	3.196	2.764	20.438	304.044
German	1.750	2.624	3.169	1.300	3.196	2.764	20.438	304.044
Arabic	4.375	6.560	7.924	3.251	7.991	6.911	51.094	760.110
French	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088
Hindi	4.375	6.560	7.924	3.251	7.991	6.911	51.094	760.110
Italian	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088
Japanese	4.375	6.560	7.924	3.251	7.991	6.911	51.094	760.110
Mandarin	4.375	6.560	7.924	3.251	7.991	6.911	51.094	760.110
Polish	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088
Portuguese	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088
Russian	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088
Spanish	3.500	5.248	6.339	2.601	6.393	5.529	40.875	608.088

Purchase options

For more information and order forms, please visit www.popaiDS.de

Get the early bird discount!
10% until Oct. 31, 07

International prices for POPAI members

Studiensprache	EUR	USD	CHF	GBP	AUD	CAD	HKD	JPY
English	750	1.125	1.358	557	1.370	1.185	8.759	130.305
German	750	1.125	1.358	557	1.370	1.185	8.759	130.305
Arabic	1.875	2.811	3.396	1.393	3.425	2.962	21.898	325.762
French	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609
Hindi	1.875	2.811	3.396	1.393	3.425	2.962	21.898	325.762
Italian	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609
Japanese	1.875	2.811	3.396	1.393	3.425	2.962	21.898	325.762
Mandarin	1.875	2.811	3.396	1.393	3.425	2.962	21.898	325.762
Polish	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609
Portuguese	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609
Russian	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609
Spanish	1.500	2.249	2.717	1.115	2.740	2.369	17.518	260.609

Order and payment

You may place your order with the fax form on the inside back cover or online at www.PopaiDS.de.

Orders outside of Germany are shipped against prepayment by credit card or bank transfer exclusively. Orders within Germany are shipped on account, payable 14 days strictly net, subject to a positive credit screening. Early bird discounts are only granted if ordered and paid by Oct. 31, 2007.

International language versions

The study is published in English and German. Additional language versions – see price list above – are only produced on appropriate demand. Orders for an unproduced language version are shipped in English – the difference will be reimbursed in this case. We are happy to provide additional language versions not listed here upon request – in this case, the purchaser is to cover the translation costs in addition; we will provide a quotation upon request.

Important notes

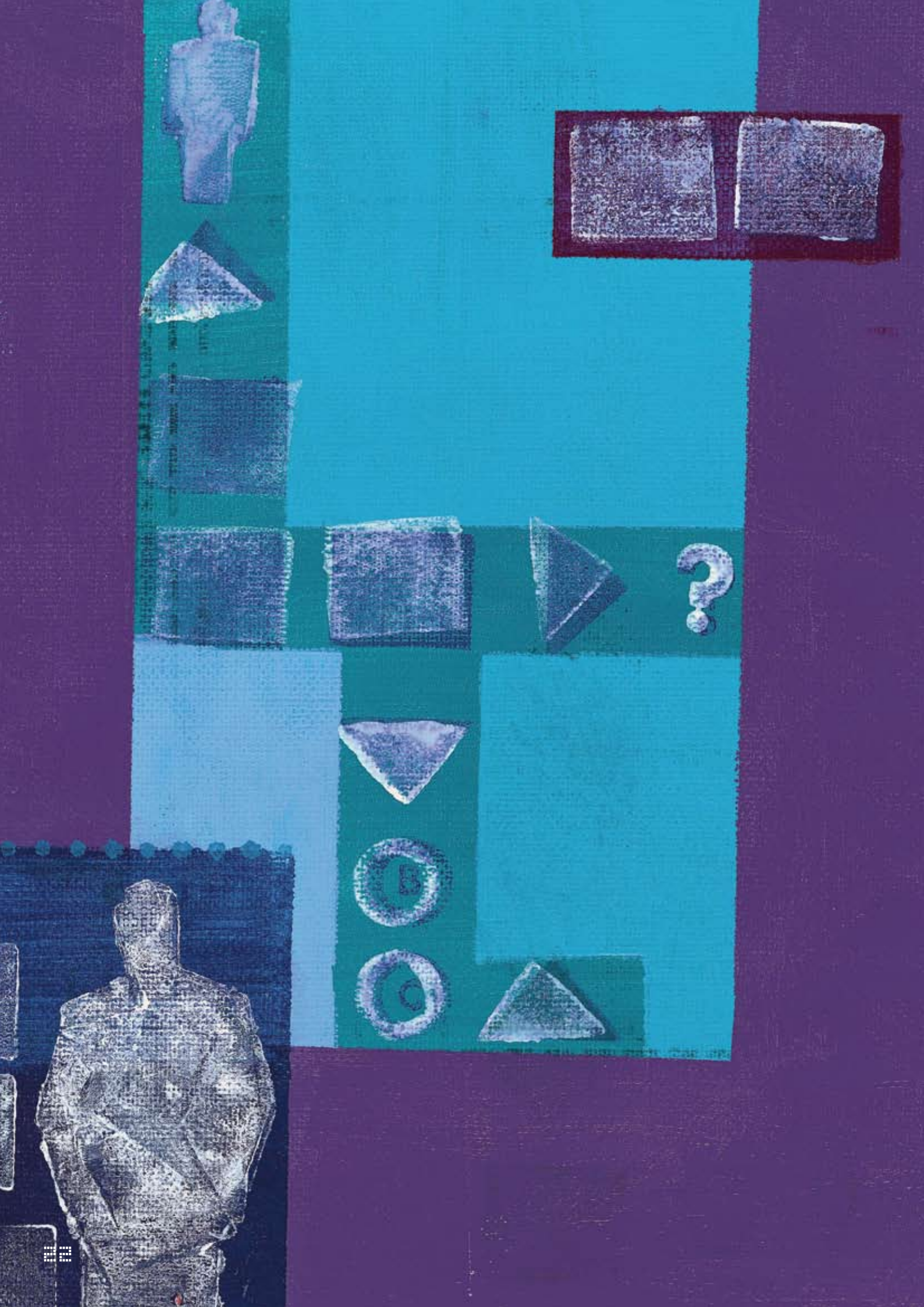
All prices exclusive of VAT – exceptions are shipments to the EU stating the VATIN and shipments to non-EU countries. The basic price of the study is in the European single currency EURO. Foreign currency prices

are only binding insofar as the respective foreign currency is not subject to any fluctuation of more than 10% at the expense of the foreign currency in relation to the euro – in this case, the new exchange rate will be calculated based on the then current exchange rate and in relation to the price list as per September 4, 2007 printed herein. The shipping cost is included in the price. Shipment follows final publication and is expected in Nov. / Dec. 2007. The general terms and conditions of IG POPAI/GIM DS Research GbR apply exclusively.

Personal support for your inquiries

We are happy to answer your questions quickly. Please send an email to info@popai.de.

Responsible publisher of the study:
IG POPAI/GIM DS Research GbR
Rennstieg 15
47802 Krefeld
Persönlich haftende Gesellschafter: POPAI Europe-Deutschland e.V,
Gesellschaft für Innovative Marktforschung mbH



Order form

by fax to +49 (2151) 65 31 737 or by email to info@popai.de

Get the early bird discount!
10% until Oct. 31, 07

I herewith order

Amount	Sprache	POPai member	Unit price	Total price
	Copies of the study in English	<input type="checkbox"/>		
	Copies of the study in German	<input type="checkbox"/>		
	Copies of the study in...	<input type="checkbox"/>		
	Copies of the study in...	<input type="checkbox"/>		
	Copies of the study in...	<input type="checkbox"/>		

Payment options:

Credit Card

Visa Mastercard Card number: _____

Card holder: _____ Expiration date: _____ SID-Code: _____

Bank transfer

Signature: _____

Title, first name, name

Company

Street, no. / P.O. box

Zip code, city or town

Country

Value-added tax identification number (VATIN)

Telephone, facsimile

E-mail

Place, date and signature

Cost unit / order reference

For full information on the study, please visit www.PopaiDS.de

All prices exclusive of VAT. Early bird discount only if ordered and paid by Oct. 31, 2007. The special terms for the purchase of the study on page 21 in the study brochure apply in addition to the general terms and conditions of IG POPAI / GIM DS Research GbR.