

Background

Since its4me was founded in October 2000, it has grown to become one of the U.K's largest online car insurance brokers. Its4me offers a fully online insurance service meaning they are often cheaper and more efficient than other insurance providers. Their name sums up their commitment to their customers. The data comprises of individuals that have asked its4me for a quotation at or around the time of renewal.

Key Characteristics

- MPS Screened
- File Continually Updated
- Mail Order Responsive
- Fully Post-coded
- Affluent ABC1 's



Profile

An even split between males and females. Car owners aged between 18-44 years who like to shop by mail order, are active users of the internet and frequently shop online. The consumers are credit card users with an above average level of disposable income.

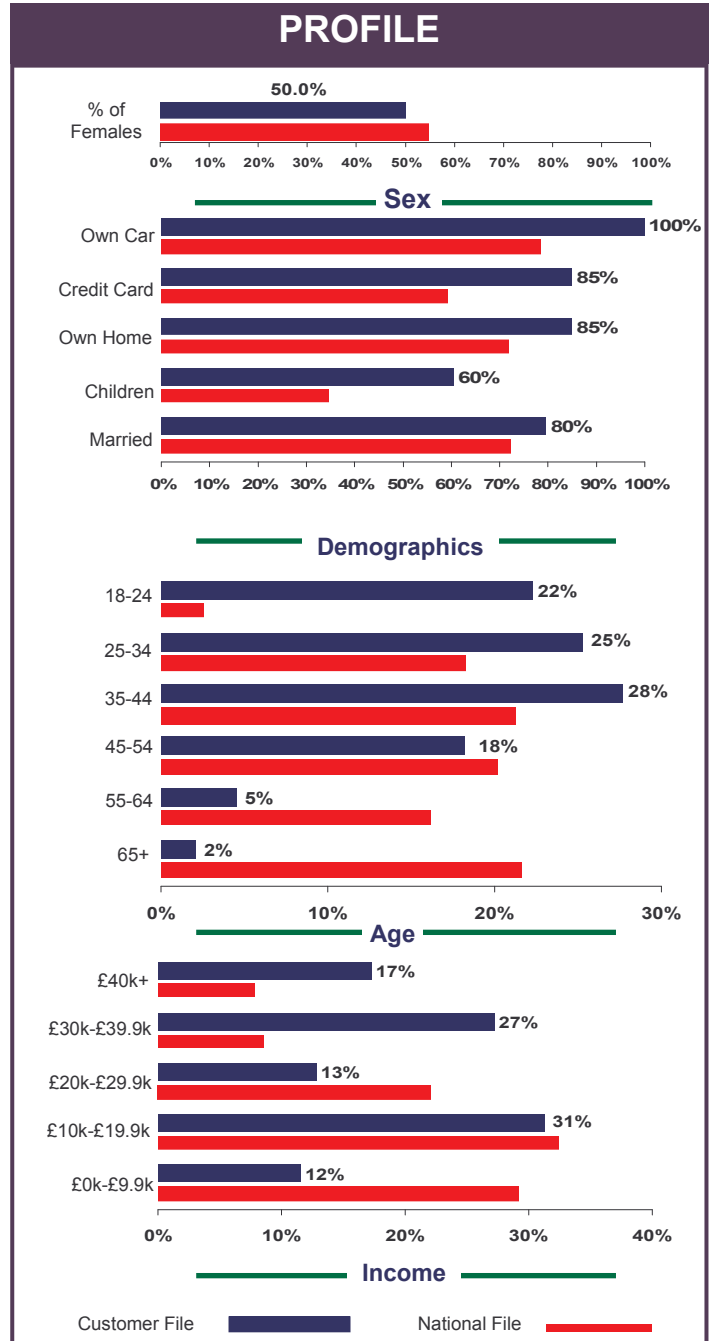
Lifestyle Analysis

Using detailed profiling and analysis techniques we are able to establish high lifestyle scores in:

- Shopping by catalogue
- Keep fit
- Eating out
- Fashion
- Music
- Travel
- Wine
- Sports



A quality file that is sure to give superb results for a majority of campaigns. A must for your next campaign.



Call Steve or Ben
now for details on: 01256 692372
Or e-mail: sales@tri-direct.co.uk



LIST RATES & ORDERING INFORMATION
its4me.co.uk

RATE & VOLUME

Prices per 1000 Ex VAT

- | | |
|----------------------------------|---------|
| • Motorists | £105.00 |
| • AcceleRATE per 100,000 records | £8,925 |

SELECTIONS

- | | |
|--|----------------|
| • Title/Prefix | £7.00 |
| • Date of birth | £10.00 |
| • Geographic | £7.00 |
| • Mail sort | £7.00 |
| • Phone numbers (day or evening available) | £50.00 |
| • Employment status | £10.00 |
| • Make & Model of car | £15.00 |
| • Renewal date | £Please call |
| • Year of registration | £10.00 |
| • No of years no claims discount | £15.00 |
| • Presence of Children | £10.00 |
| • Age range of Children | £10.00 |
| • Newspaper readership by title | £10.00 |
| • Mail Order Buyer | £10.00 |
| • Presence of Pets | £10.00 |
| • Household Status | £10.00 |
| • Charity donor | £10.00 |
| • 1 in N | Free of Charge |

PRODUCTION CHARGES

- | | |
|----------------------------------|------------------|
| • Run on charge | £10.00/000 |
| • Email | £30.00 per order |
| • CDROM | £25.00 per order |
| • Disk | £20.00 per order |
| • Key code—7 digit alpha numeric | £2.00/000 |
| • Delivery – 5 working days | £35.00 per order |

GENERAL

- Minimum order 5,000 records
- Net names on 20,000 plus. Actual volume mailed to be notified within 3 months of order delivery, or the net name agreement becomes null and void
- File held randomly
- MPS Screened every 90 days
- List owner warranty no. Applied for
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed
- All orders can only be accepted under our terms and conditions, which are available on request.
- The above details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

Updated 08/01/2007