

Total Names: 42,952
0-12 months: 42,952



TRI-DIRECT
S A L E S



Actively supporting the countryside community

www.countrysideonline.co.uk

Background

NFU Countryside is a membership organisation that actively supports the rural community. Although Countryside is linked to the NFU its members are not farmers. All members share a real passion for the countryside and actively support their local communities. NFU Countryside membership means so much more than simply receiving a monthly magazine as all members have access to a whole host of benefits including discounts on building materials, cottage holidays, BUPACare and many more.

List Characteristics

- All active members
- Receptive to direct mail
- Over 70% are pet owners
- 100% fully post-coded
- Affluent ABC1's
- Yearly membership £41.50
- MPS/GAS cleaned

Profile

Members are typically aged between 46-65. The majority have high disposable incomes and tend to be self employed or retired with older families and pets.

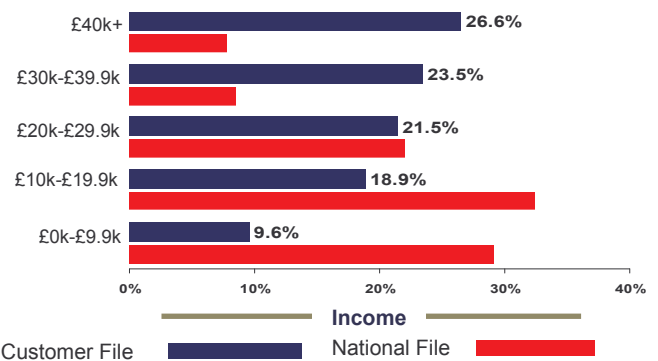
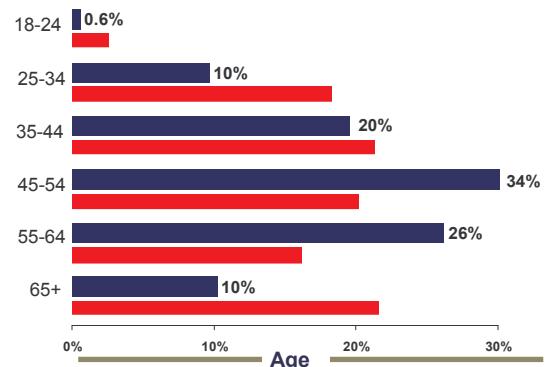
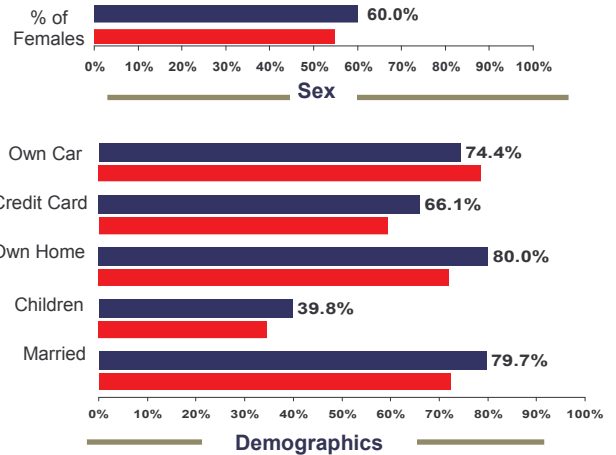
Lifestyle Analysis

Utilising detailed profiling techniques we are able to determine high lifestyle scores in:

- Food & Wine
- Antiques
- Walking
- Gardening
- Horses
- Literature
- Wildlife
- Supporting the future of their rural communities
- Holidays/short breaks

Countryside offers an exciting, affluent target market for advertisers. Members are known to be highly receptive to third party offers because of their rural location of residence. Call the sales team now for further details.

PROFILE



Customer File National File



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



LIST RATES & ORDERING INFORMATION

NFU Countryside

RATE & VOLUME

- Members
- AcceleRATE per 42,952 records

Prices per 1000 Ex VAT

£110.00
£4,016

SELECTIONS

- Title/Prefix
- Geographic
- Mail sort
- 1 in N

£5.00
£5.00
£5.00
Free of Charge

PRODUCTION CHARGES

- Run on charge
- Key code – 7 digit alpha/numeric
- EMAIL
- Diskette
- Delivery – 5 working days

£7.50
£2.00
£30.00 per order
£20.00 per order
£35.00 per order

GENERAL

- No minimum order quantity
- 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
- File MPS cleaned every 90 days
- List owner warranty no. 000492
- 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 information is correct at time of print, however please contact us to confirm rates prior to placing an order.

Updated 21/02/2007