

Total Names: 9,328
0-12 months: 9,328



Countryman

Celebrating Britain's Countryside

Background

Countryman is the UK's most respected countryside magazine and has been embracing all that is important in the British countryside for more than 75 years. The magazine is published on a monthly basis and contains fascinating articles that will appeal to individuals who live, work or enjoy spending time in the countryside.



List Characteristics

- Active subscribers
- Mail order responsive individuals
- High levels of post-coding
- A rapidly expanding file
- Affluent ABC1's
- MPS cleaned

Profile

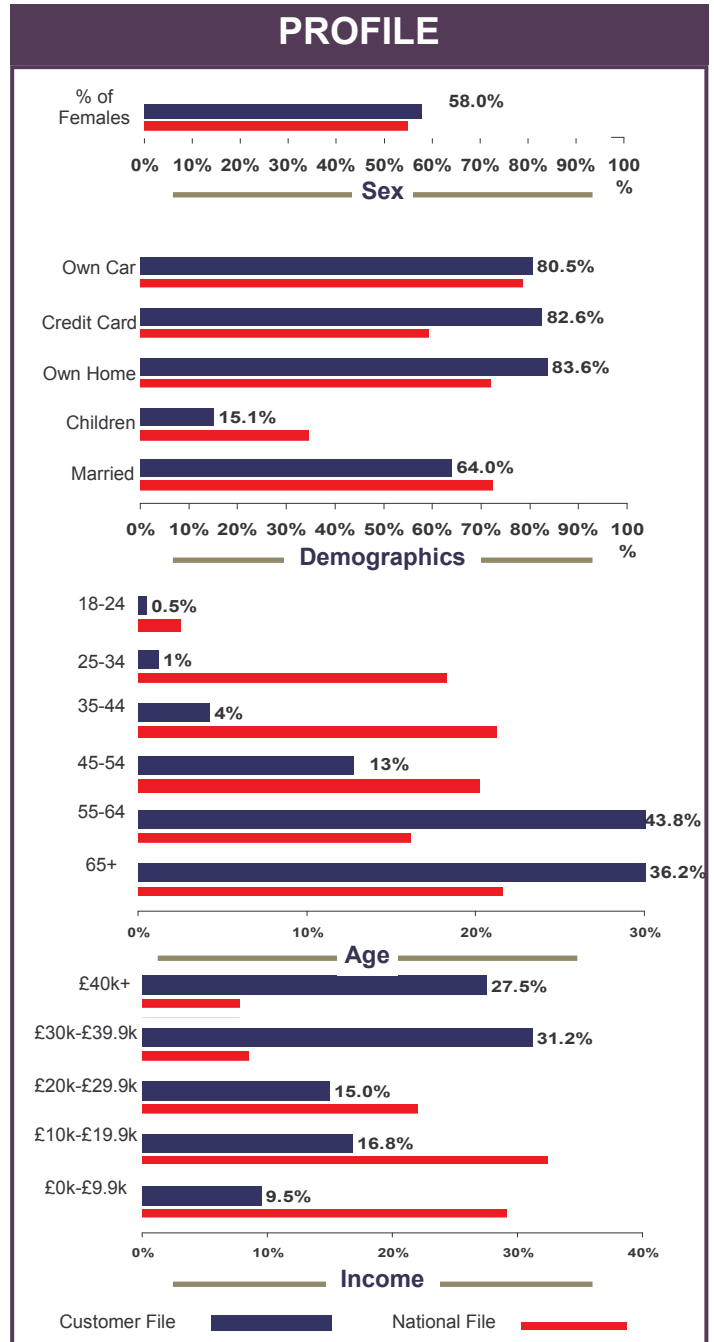
The file is predominately made up of married homeowners with high disposable incomes. These individuals are serious investors typically aged 55 years plus. The key newspapers read are The Times, Telegraph and Daily Mail.

Lifestyle Analysis

Using detailed profiling and analysis we are able to determine that the file has high lifestyle scores in:

- Gardening
- Country Walking
- Museums/Galleries
- Travel
- Wildlife
- Charity supporters
- Stocks/shares
- Books
- Current affairs
- Antiques/fine art
- Gourmet cooking

A dynamic opportunity to reach and recruit individuals who are receptive to direct mail offers with high disposable incomes. A must for your next test schedule.



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

LIST RATES & ORDERING INFORMATION

Countryman Magazine

RATE & VOLUME

- Subscribers
- AcceleRATE per 9,328 records

Prices per 1000 Ex VAT

£100.00
£792.00

SELECTIONS

- Gender
- Geographic
- 1 in N

£8.00
£8.00
Free of Charge

PRODUCTION CHARGES

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

£10.00
£2.00
£20.00 per order
£30.00 per order
£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
- File MPS cleaned every 90 days
- List owner warranty no. 003428
- 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 18/10/2006