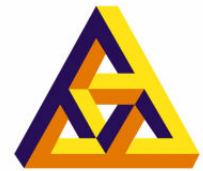


Total Names: 4,442
0-12 months: 4,442



TRI-DIRECT
S A L E S

Cumbria

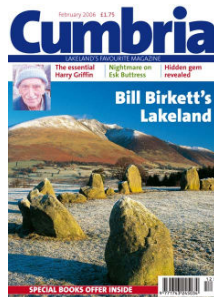
LAKELAND'S FAVOURITE MAGAZINE

Background

Cumbria magazine was first launched in 1948 and is the oldest and most respected magazine serving the county. For over 50 years Cumbria has been bringing a breath of the fells and valleys to devotees all over the world. Each month the magazine introduces readers to the characters who shape this beautiful corner of England. Every issue contains articles about the people, history, countryside and traditions that give the Lake District its unique flavour.

List Characteristics

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



Profile

A near even split of males and females aged 45+. These individuals are generally homeowners with above average disposable incomes.

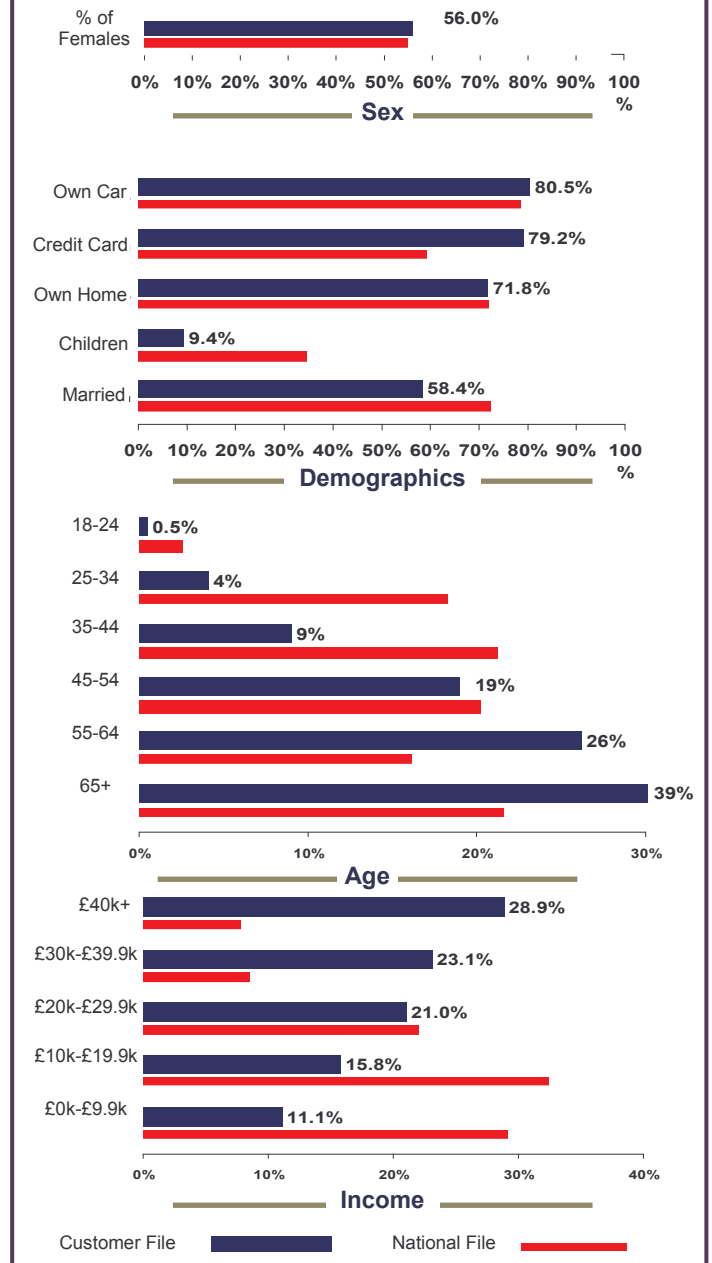
Lifestyle Analysis

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

- Reading
- Walking
- Outdoor pursuits
- Wildlife/environment
- Foreign travel
- Books
- Gardening
- Charity/voluntary work
- Current affairs
- Antiques/fine art

This list will undoubtedly work well for a variety of offers including book clubs, gardening offers, charities, financial, insurance and travel.

PROFILE



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



LIST RATES & ORDERING INFORMATION

Cumbria Magazine

RATE & VOLUME

- Subscribers
- AcceleRATE per 4,442 records

Prices per 1000 Ex VAT

£100.00
£377.00

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

CERTIFIED SCREENED AND CLEANED USING:

