

**Total Names: 14,877**  
**0-12 months: 14,877**



# Dalesman

## Background

*Dalesman is the biggest selling regional consumer magazine in the country. Launched in 1939, Dalesman gets inside the 'real' Yorkshire every month with its campaigning and thought provoking editorial. It is at the heartland of life in Yorkshire and every issue is packed with features and articles about the culture, landscape and history that makes Yorkshire such a special place.*

## List Characteristics

- Active subscribers
- Continual file growth
- Mail order responsive individuals
- Fully postcoded
- MPS cleaned

## Profile

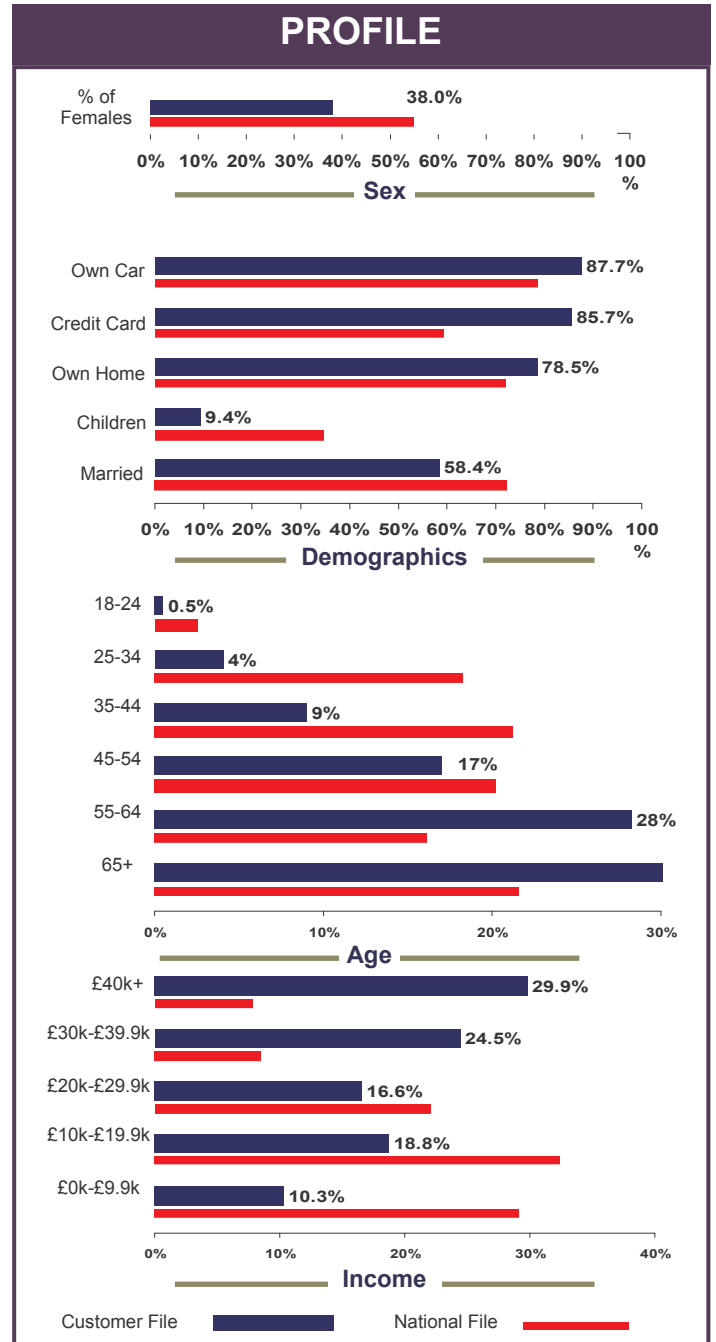
Males and female homeowners typically aged 55 years plus with higher than average levels of disposable income with an avid interest in culture and history.

## Lifestyle Analysis

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

- National Trust
- Eating out
- Unit trusts/investments
- Stocks/shares
- Foreign travel
- Books
- Gardening
- Charity/voluntary work
- Wildlife/environment
- Current affairs
- Antiques/fine art

**A superb file that is sure to give superb results for anyone serious about a direct mail campaign that is geared to reach and recruit affluent mail order responsive individuals.**



**Call Steve or Ben**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**



Providing the best suppliers in direct marketing

## LIST RATES & ORDERING INFORMATION

### Dalesman

#### RATE & VOLUME

- Subscribers
- AcceleRATE per 14,877 records

#### Prices per 1000 Ex VAT

£100.00  
£1,264

#### 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**