

Total Names: 2,289
0-12 months: 2,289



TRI-DIRECT
S A L E S



Background

'Down Your Way' magazine is a unique companion for all those connected with Yorkshire, England's largest and most delightful county. The magazine is full of nostalgic memories, local history, heritage, traditions and legends written by its readers. The magazine also tells the stories of the many people of Yorkshire who were leading figures in the shaping of the history of Britain and the world. This file therefore provides a rare and exciting opportunity to target monthly subscribers of this unique magazine.

List Characteristics

- Active subscribers
- Affluent individuals
- Receptive to direct mail offers
- A continually expanding file
- Fully postcoded
- MPS cleaned

Profile

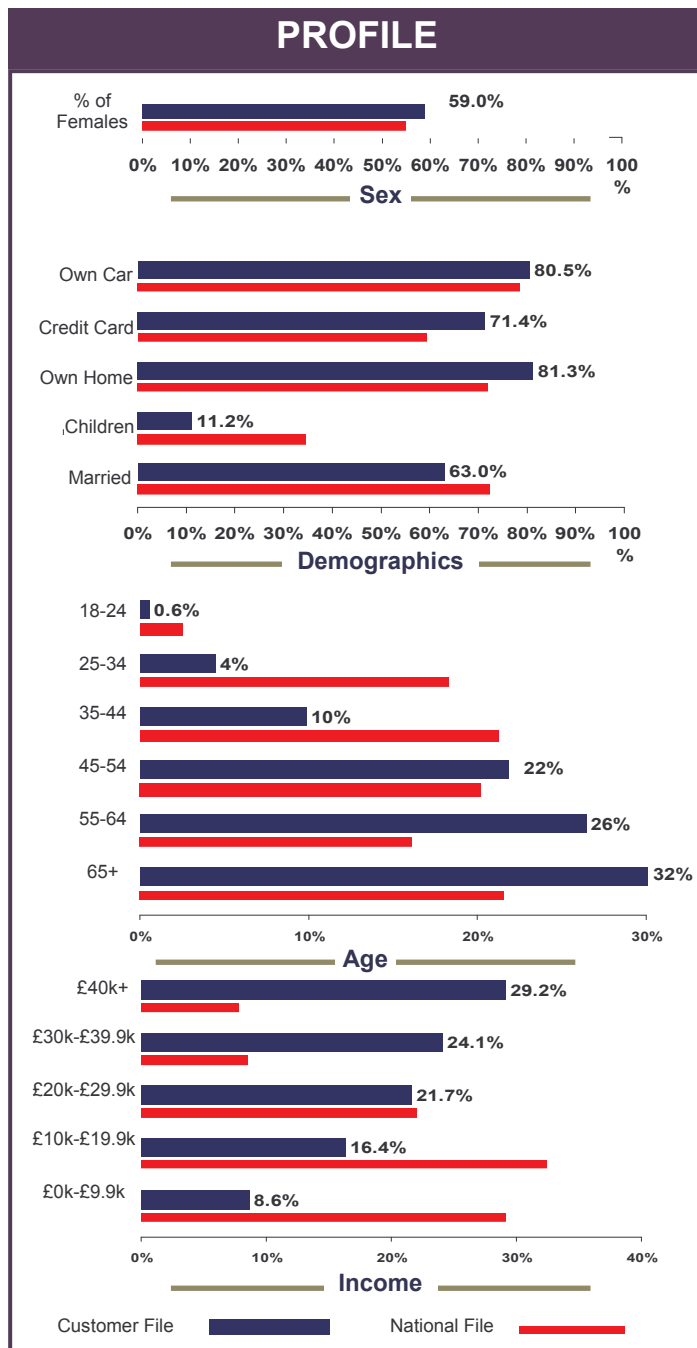
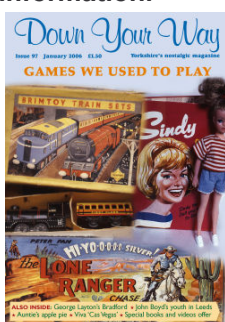
The file consists of both male and female homeowners typically aged between 35-65 years with higher than average disposable incomes.

Lifestyle Analysis

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

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

This is a fantastic file with which to target affluent individuals with plenty of time to enjoy life. To take advantage of this opportunity call the Sales Team now for further information.



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



LIST RATES & ORDERING INFORMATION

Down Your Way Magazine

RATE & VOLUME

- Subscribers
- AcceleRATE per 2,289 records

Prices per 1000 Ex VAT

£100.00
£195.00

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