

Total Names: 37,740
0-12 months: 37,740



TRI-DIRECT
S A L E S

Country Publications Masterfile

Background

Country Publications masterfile consists of subscribers to specialist titles including Dalesman, Cumbria, Countryman and Down Your Way. The file consists of affluent and active subscribers across all of the titles therefore providing an ideal opportunity to target an array on individuals who have a keen and active interest in some of England's most spectacular countryside.

List Characteristics

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

Profile

A near even split of males and females with varied interests. A high percentage of the individuals on the file are homeowners with higher than average levels of disposable income.

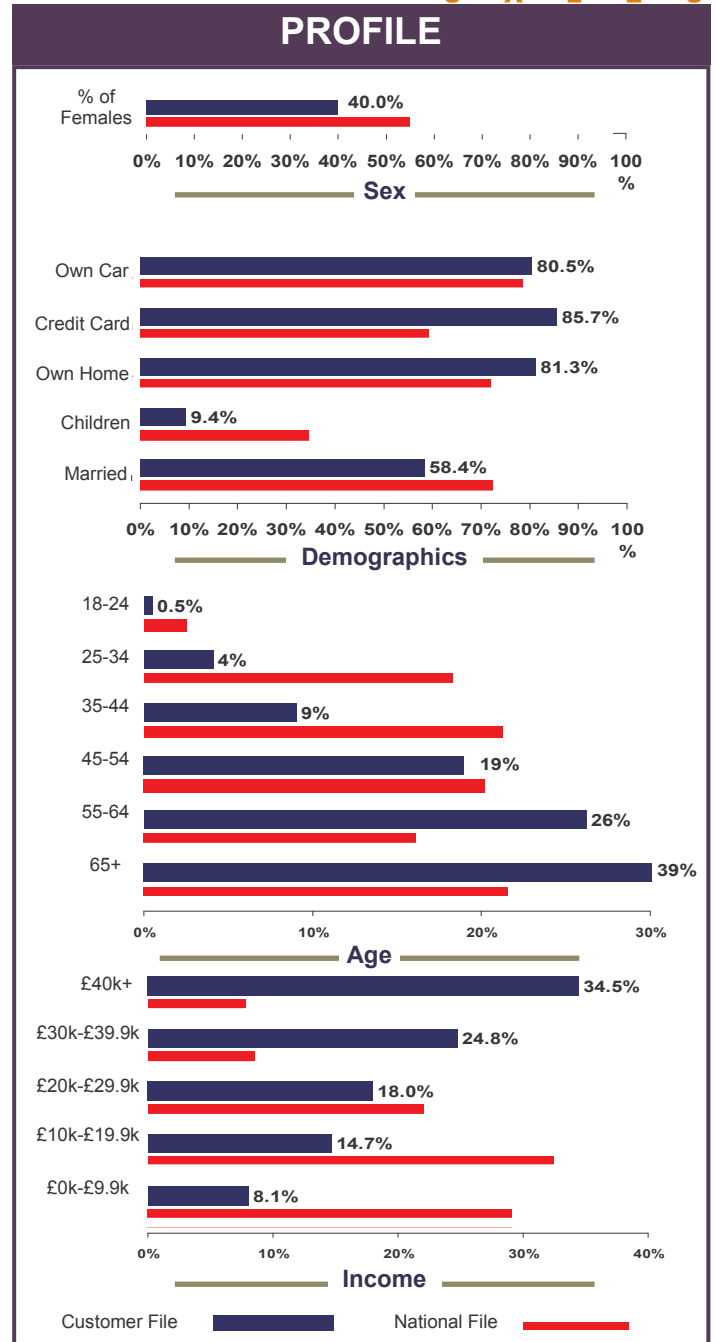
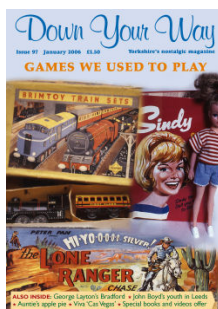
Lifestyle Analysis

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
- Theatre/arts/culture



This is a versatile list offering responsive individuals that will undoubtedly work well for a multitude of offers. Call the Sales Team now and see how this file can benefit your next campaign.



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



LIST RATES & ORDERING INFORMATION

Country Publications Masterfile

RATE & VOLUME

- Subscribers
- AcceleRATE per 37,740 records

Prices per 1000 Ex VAT

£100.00
£3,207

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