



www.dubitcard.com

Launched in 2004 the DubitCard was a real groundbreaking service offering the first personalised, VIP and discount card for the under 18 year old youth market.

The card entitles the holder to receive discounts and privileges at major high street stores, restaurants & leisure venues. The customers have double opted-in and parental consent has been obtained in accordance with the Data Protection Act.

The list represents a unique opportunity to recruit discerning young people who like to be in the know and at the forefront of all things new. The youth market is valued at £20 billion per annum.

List Characteristics

- Active subscribers
- Addresses have been validated
- Affluent individuals
- Diverse range of young people
- Continually expanding file

Profile

The file is made up of approximately 60% females and 40% males, the majority of which are aged 14-17 years of age and are in the habit of using their DubitCard to obtain discounts in high street stores and leisure venues and are responsive to relevant offers.

Lifestyle Analysis

Using detailed profiling and analysis techniques we can closely determine high lifestyle scores in:

- Music
- Books
- Eating Out
- Cinema
- Mobile Phones, SMS Text
- Internet
- Current affairs
- Fashion
- Gaming

The file has been used successfully by a number of market sectors but is likely to perform well for those offers that include leisure, music, fashion, books, gifts, banking or technology. Call now to arrange your test of this fantastic list!



TRI-DIRECT
S A L E S
List • Insert • Management

List Rates & Ordering Information

DubitCard Volume - 100,524

RATE & VOLUME

- Prices per 1000 Ex VAT
- £120.00
- £10.00
- £8340 per 81,766 names

SELECTIONS

- Title/Prefix - £7.50
- Geographic - £7.50
- Dates Of Birth - £10.00
- 1 in N - Free of Charge

PRODUCTION CHARGES

- Run on charge - £10.00
- Key code – 7 digit alpha/numeric - £2.00
- Delivery – 5 working days - £35.00 per order
- Email - £30.00 per order
- Diskette - £20.00 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 names agreement becomes null and void
- File held randomly
- File MPS cleaned every 90 days
- List owner warranty no. Applied For
- 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, please contact our sales team to confirm rates prior to placing an order.

