

Total Names: 2,522,234
Postal Addresses: 2,280,037
Email Addresses: 312,289
Mobile Numbers: 294,612

Background

Sony BMG Interact is made up of purchasers of music on CD and DVD, music downloads, mobile content and live events, plus visitors to websites of the many and varied artists looked after by Sony BMG, one of the worlds leading music companies.

With a wide array of artists in their stable spanning every genre from Pop to R'n'B / Hip Hop to Rock / Alternative Dance to Middle of the Road and Classical / Jazz, the Sony BMG file contains a great source of prospects for any advertiser. Data has been gathered for Direct Marketing and Market Research purposes, thus ensuring the data is robust.

List Characteristics

- 100% postcoded
- MPS cleaned
- Large volume mid market consumers
- Constantly growing file
- Receptive to direct mail
- Opt-in
- Aged 16-18 year old available to rent



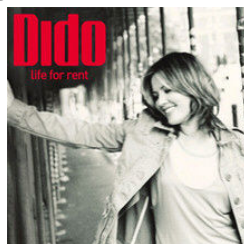
Profile

38% male, 58% female, multi purchases of mail order, aged 18 to 34. The list is selectable by DOB, which allows you to go for the age group suitable for your offer, and it contains a high proportion of the younger music buying market. The file also contains music buyers of classical, easy listening and jazz that also allows targeting of the grey market. **A full profile is available on request.**

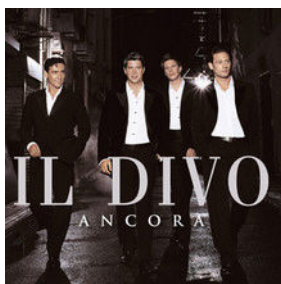
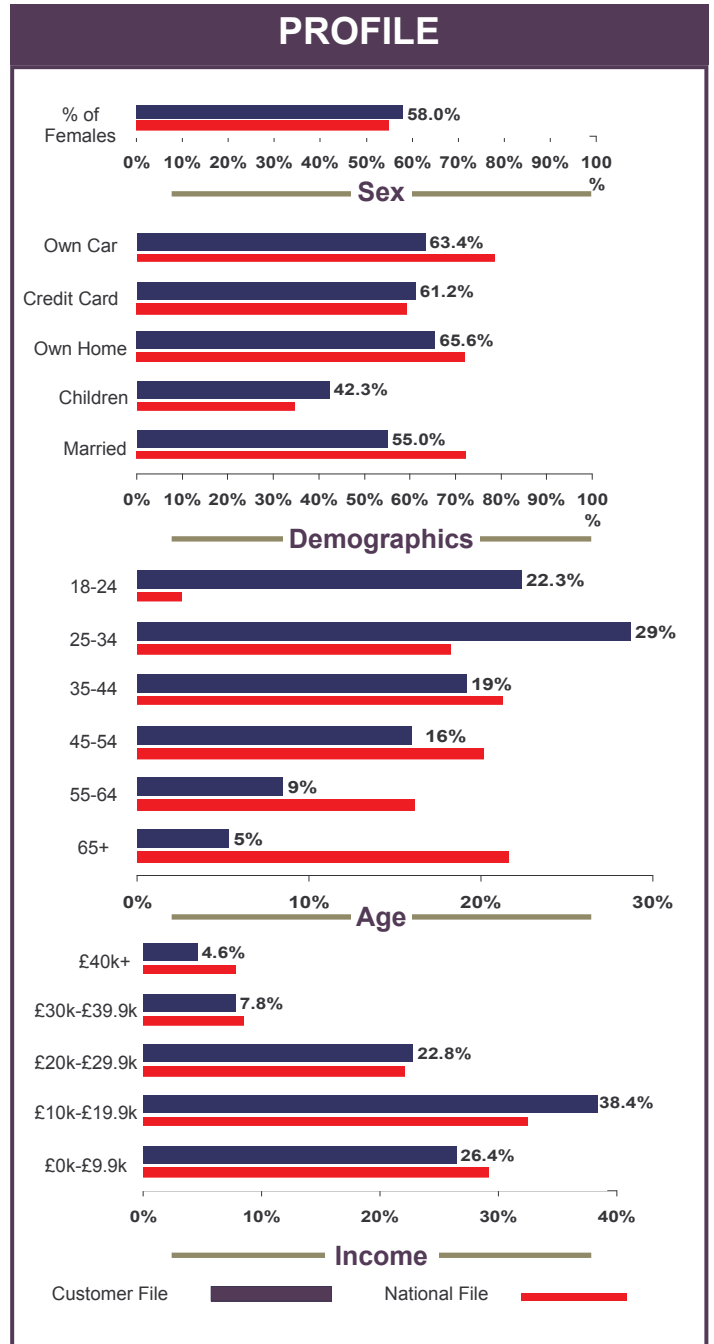
Lifestyle Analysis

Utilising detailed profiling and analysis techniques we are able to determine high lifestyle scores in:

- Fashion
- Theatre/arts/culture
- Eating out
- Music Pop/Rock
- Competitions
- Media consumption
- Online and mobile purchasers



Excellent opportunities to recruit consumers via direct mail as they are proven to be receptive to receiving direct mailings. A must for testing now. The file works well for financial, fashion, internet and communication products.



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



LIST RATES & ORDERING INFORMATION

BMG InterAct

RATE & VOLUME

	Prices per 1000 Ex VAT
• Postal Addresses	£95.00
• Email Addresses	£150.00
• Mobile Addresses	£170.00
• AcceleRATE per 100,000 records	From £8,075

SELECTIONS

• Title/Prefix	£5.00
• Geographic	£5.00
• Credit Card Ownership	£8.00
• Mobile Phone Network	£8.00
• Children in Household	£8.00
• Satellite/DVD/Games	£8.00
• Hobbies/Interests	£8.00
• PC Ownership/Internet Access	£8.00
• Newspaper/Magazine Readership	£8.00
• Music Preference	£8.00
• Date of birth	£10.00
• Mail Order Buyers	£10.00
• 1 in N	Free of Charge

PRODUCTION CHARGES

• Run on charge	£8.00
• Keycode – 7 digit alpha/numeric	£2.00
• EMAIL	£30.00 per order
• Diskette	£20.00 per order
• Delivery – 5 working days	£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. 001572
- 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.

Updated 18/10/2006

