

Total Names: 3,000,000
0-12 months: 3,000,000

CHANGE & SAVE



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

Background

At last a file that provides advertisers with consumers who are interested in saving money on pretty much anything they can. The database comprises of householders who have switched from one or more utility suppliers to another supplier and are open to receive offers from other companies who can demonstrate other savings potential. The consumers are therefore not brand loyal if they can switch without hassle and start reaping benefits. The data has been gathered from telemarketing surveys and the consumers have given their permission to receive offers from other companies.

Key Characteristics

- MPS Screened
- File continually updated
- Fully Post-coded
- Highly selectable



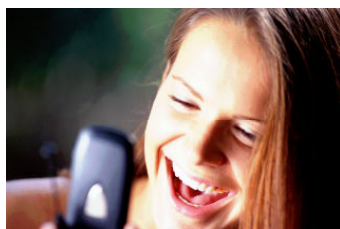
Profile

Predominantly thrifty families with children. They are aged 30-60. With an average income in excess of £15k and are responsive to mail order offers, especially “member get member” as they like to share their shopping experience and savings with others.

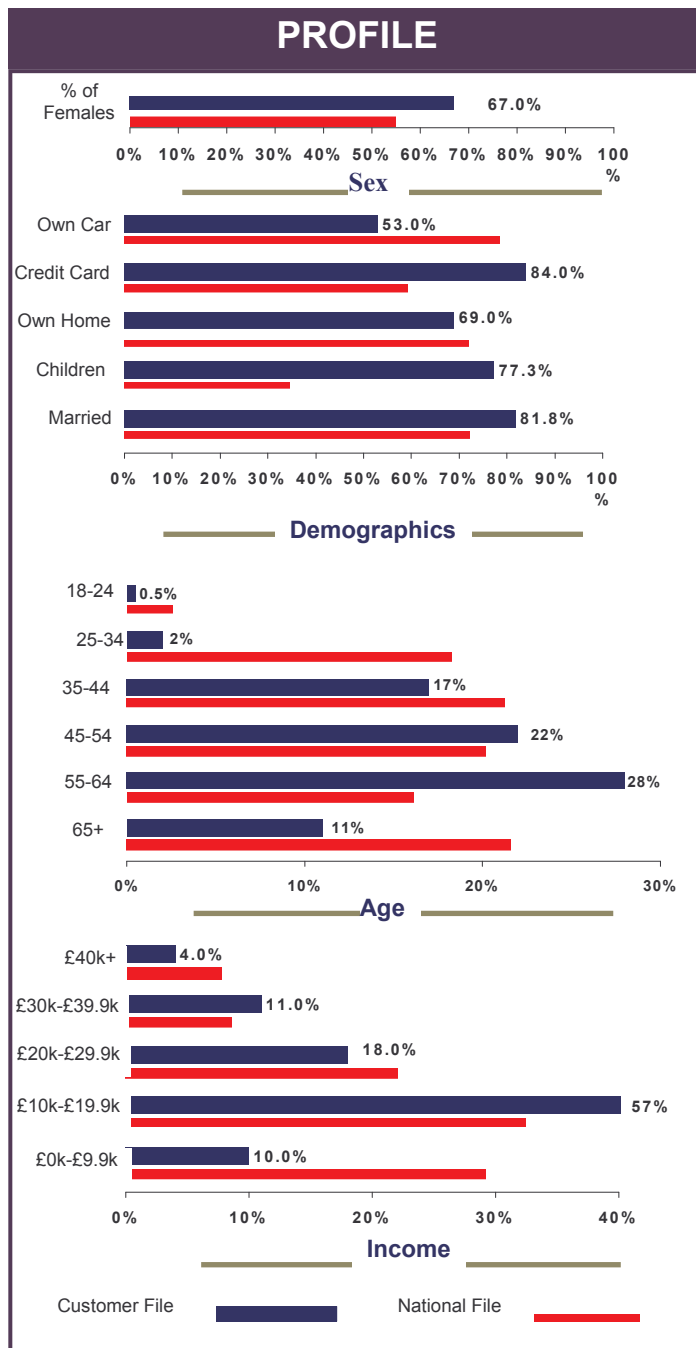
Lifestyle Analysis

Using detailed profiling and analysis techniques we are able to establish high lifestyle scores in:

- Mail order
- Cooking
- Pets
- Lotteries/Competitions
- Gardening
- Watching TV
- Eating out
- Donate to Charity
- Use the Internet to shop
- Slimming & Fitness
- Reading
- Music



A versatile list with roll out potential. Universally appealing for a wide array of direct offers but particularly to those companies who are recruiting “avid switchers” such as credit cards, utilities, mortgage offers and loans. Call now to arrange your test.



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



LIST RATES & ORDERING INFORMATION

Change & Save

RATE & VOLUME

- 0-12 Months
- AcceleRATE (per 100,000 records)

Prices per 1000 Ex VAT

£95.00
£8,075

SELECTIONS

- Title/Prefix
- Date of Birth
- Household Income
- Mail order Buyers
- Geographic
- Internet Access
- Children in household
- Telephone Numbers
- Occupation
- Newspaper Readership
- Interests
- Holidays Taken/Considered
- FMCG Products Used
- Utility Bills
- Have Mobile
- Insurance Renewal Dates
- Financial Products
- 1 in N

£7.00
£8.50
£7.50
£10.00
£7.00
£10.00
£10.00
£60.00
£10.00
£10.00
£10.00
£10.00
£10.00
£10.00
£20.00
£10.00
Free of Charge

PRODUCTION CHARGES

- Run on charge
- Email
- Postal Delivery – 3 working days

£10.00/'000
£35.00 per order
£40.00 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
- MPS Screened 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

Updated 06/02/2007