

**Total Names: 3,300,000**  
**0-12 months: 3,300,000**



**Background**

I WANT THAT is a compiled file of "early adopters" who love owning and using the very latest technology and gadgetry available and is sourced from a variety of collection points. The file contains individuals who have high disposable incomes and are extensive users of broadband Internet services, including Internet banking on-line gaming and grocery shopping. These consumers are well informed and often know exactly what they want and how to source it.

**Key Characteristics**

- ABC1 demographics
- MPS Screened
- File continually updated
- Fully Post-coded
- Highly selectable



**Profile**

Predominantly males with above average levels of disposable income who hold senior or professional jobs. They are aged between 25-50 years of age and regularly buy by mail order and regularly shop for most things online including their weekly groceries.

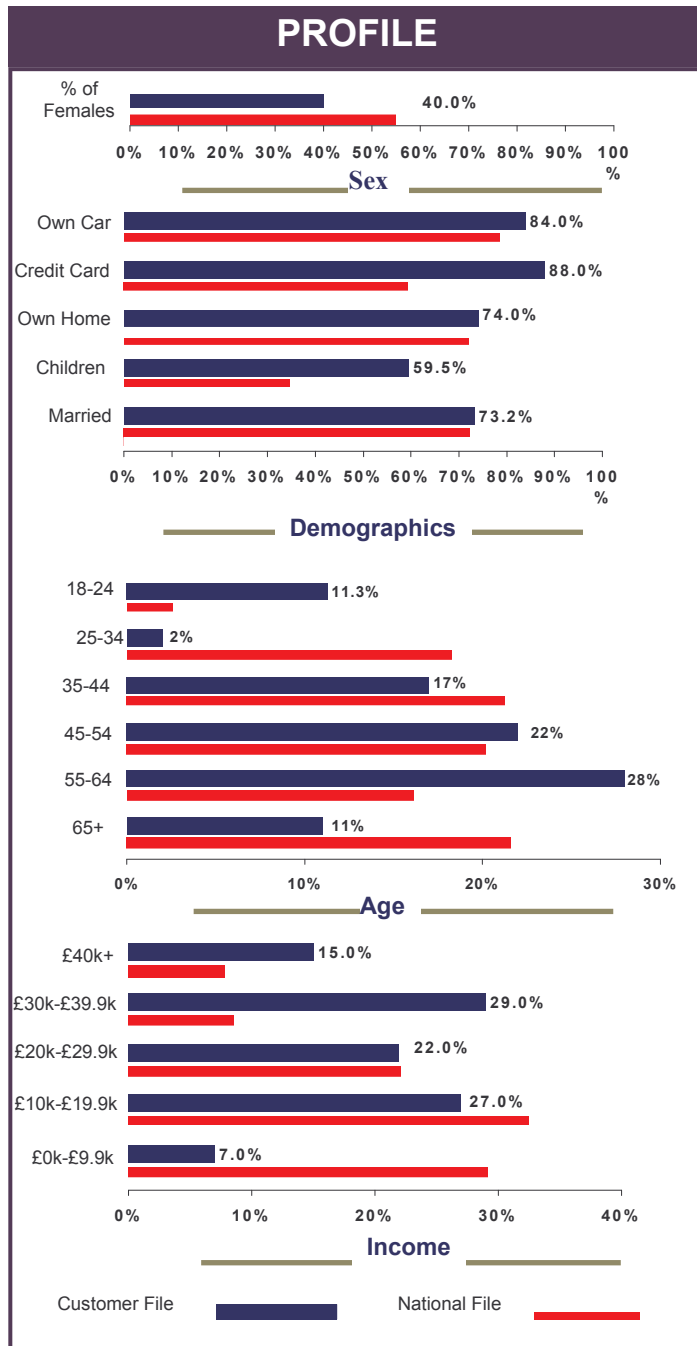
**Lifestyle Analysis**

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

- Mail order buyers
- Wine
- Sport
- Music
- Eating out
- Savings & Investments
- Use the Internet to shop
- Fitness
- Cinema
- Computers
- Foreign Travel



**An excellent source of consumers with above average levels of disposable income, whom are likely to respond to fresh and exciting offers, that are at the forefront of what's out there compared to the competition. Call now to arrange your test.**



**Call Steve or Ben**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**



# LIST RATES & ORDERING INFORMATION

## IWANTTHAT

### RATE & VOLUME

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

### Prices per 1000 Ex VAT

£95.00  
£8,050

### SELECTIONS

- Title/Prefix
- Date of Birth
- Household Income
- Mail order Buyers / Multi Buyers
- Geographic
- Product Type
- Interests
- Internet Access
- Pets
- Children in household
- Telephone Numbers
- Newspaper Readership
- Have Mobile
- 1 in N

£7.00  
£8.50  
£7.50  
£10.00  
£7.00  
£10.00  
£10.00  
£10.00  
£8.00  
£10.00  
£60.00  
£10.00  
£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**