

Total Names: 1,800,000
0-12 months: 1,800,000



TRI-DIRECT
S A L E S

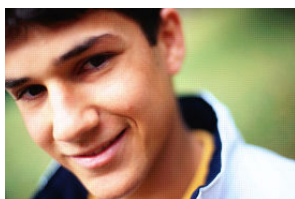
Club Culture

Background

A rare list which features the very hard to target 20-25 "young and trendies". Compiled from a range of online and telemarketing techniques, this list has a rich vein of the youth market who have a wide range of sporting interests as well as all of the other things that the youth are concerned with today, such as socialising, fashion, socialising and of course more socialising! The list aims to provide good levels of selectability as well as large volumes for those wishing to recruit large numbers of developing consumers.

Key Characteristics

- Broad range of demographics
- MPS Screened
- File continually updated
- Fully post-coded
- Highly selectable



Profile

Predominantly males who are aged between 20-25 years of age and buy by mail order and have moderate levels of disposable income.

Lifestyle Analysis

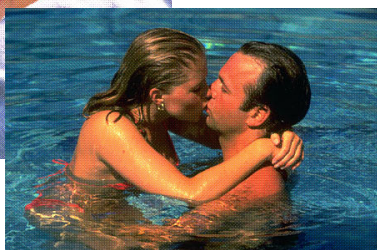
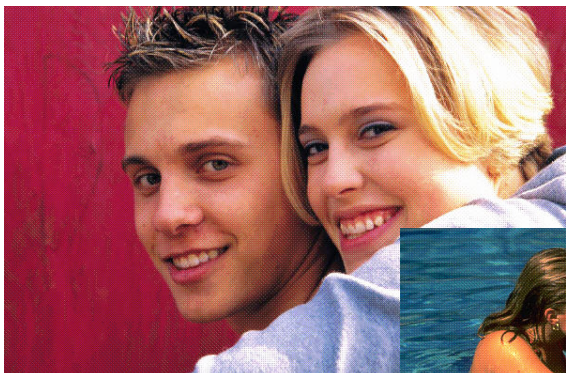
Using detailed profiling and analysis techniques we are able to establish high lifestyle scores in:

- Keeping fit/going to the gym
- Nightclubs
- Sport
- Music
- Eating out
- Active holidays
- Use the internet to shop
- Cinema
- Going to the pub
- Foreign travel

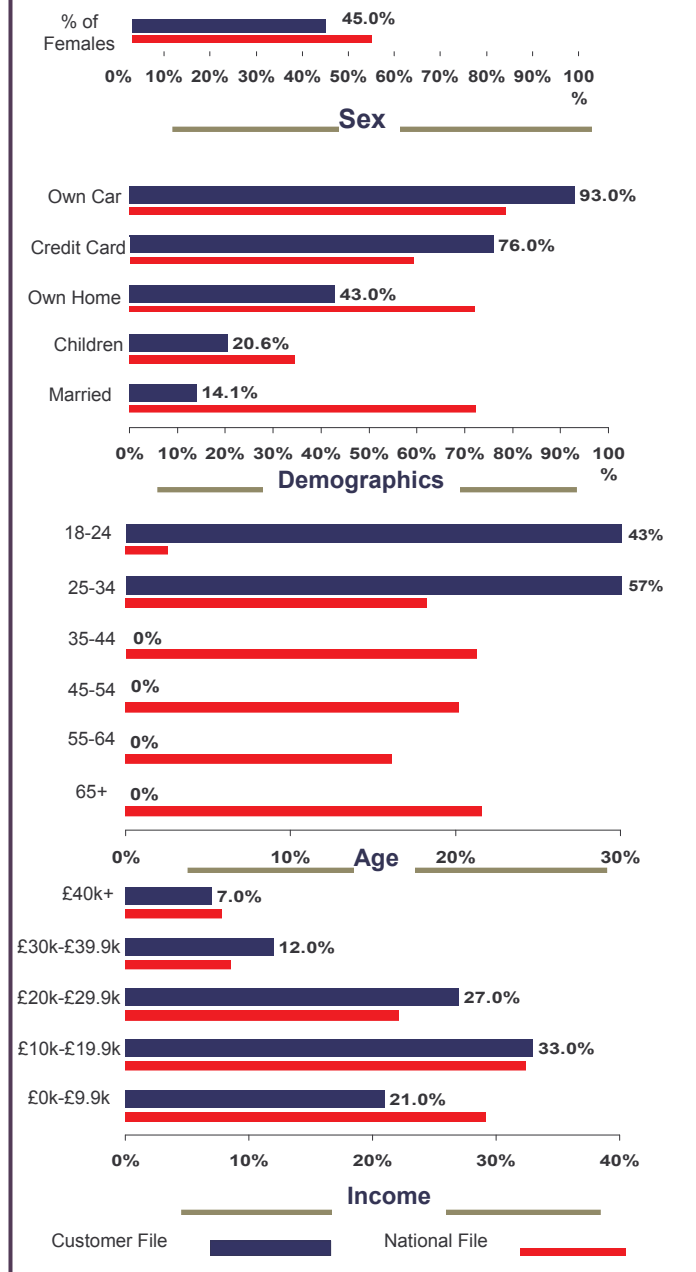


A dynamic source of the youth market offering good selectability and high roll out potential to developing consumers who live for the NOW in life!

Call now to arrange your test.



PROFILE



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



LIST RATES & ORDERING INFORMATION

Club Culture

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
- Newspaper Readership
- Occupation
- Holidays Taken/Considered
- Telephone Numbers
- 1 in N

£7.00
£8.50
£7.50
£10.00
£7.00
£10.00
£10.00
£10.00
£8.00
£10.00
£10.00
£10.00
£10.00
£60.00
Free of Charge

PRODUCTION CHARGES

- Run on charge
- EMAIL
- Diskette
- Delivery – 5 working days

£10.00
£30.00 per order
£20.00 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 28 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, however please contact us to confirm rates before placing an order.

Updated 06/02/2007