

Total Names: 1,750,000
0-12 months: 1,750,000



Background

These consumers may have reached retirement age or are rapidly approaching but it doesn't mean that they are past it! Silver Cells is a compiled file of people aged 50+ who are homeowners and have a disposable income in excess of £20k per annum. This demonstrates that they have been wise with their money to date and are canny with their retirement planning. These people are bright about their futures and still have an active role in British consumerism to live out for many years to come.

Key Characteristics

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



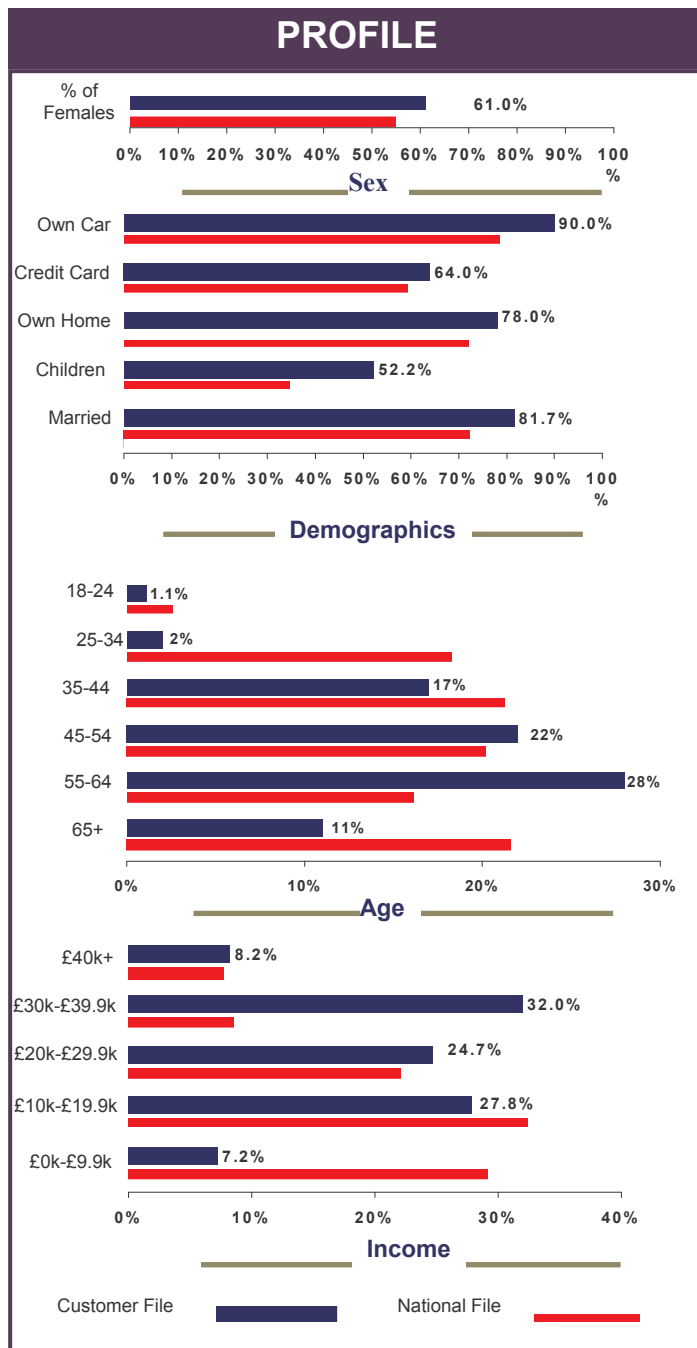
Profile

Predominantly females with average levels of disposable income. They are aged between 50-65 years of age, own their own homes, are highly likely to have grandchildren and have plenty of leisure time.

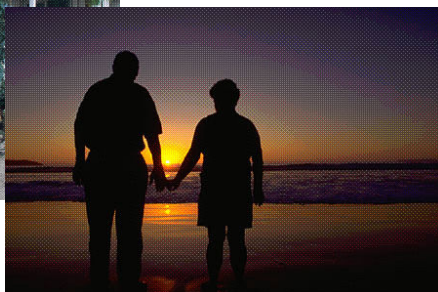
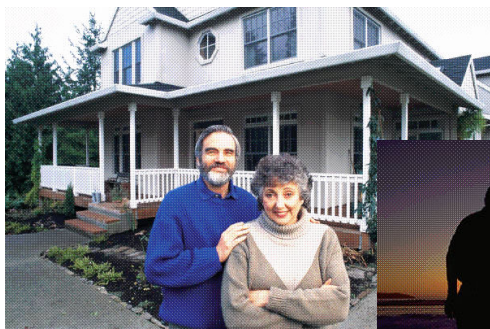
Lifestyle Analysis

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

- Wine
- Gardening
- Keeping fit
- Music
- Eating out
- Savings & Investments
- Use the Internet to shop
- Weekend breaks
- National Trust
- Grandchildren
- Cooking
- Foreign Travel



A fantastic list of grey empty nesters with average levels of disposable income, time rich and are highly likely to be responsive to a wide array of direct offers including financial, book clubs, wines and indeed charities. 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

Silver Cells

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
- Holidays Taken/Considered
- Newspaper Readership
- Financial Products
- 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
£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