

Total Names: 5,000,000  
0-12 months: 5,000,000



**Background**

The first truly national file of newspaper readership combined with active magazine subscriber information. The file has been compiled from interactive surveys, to provide a list of consumers that have provided details of their preferred daily and Sunday newspaper titles that they buy and read. Therefore, this list provides a broad range of demographics which range from readership of "Red Tops", through to "Black Tops" and on to the Broadsheet readers.

**Key Characteristics**

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



**Profile**

Predominantly males who are aged between 20– 60 years of age and buy by mail order and have moderate levels of disposable income.

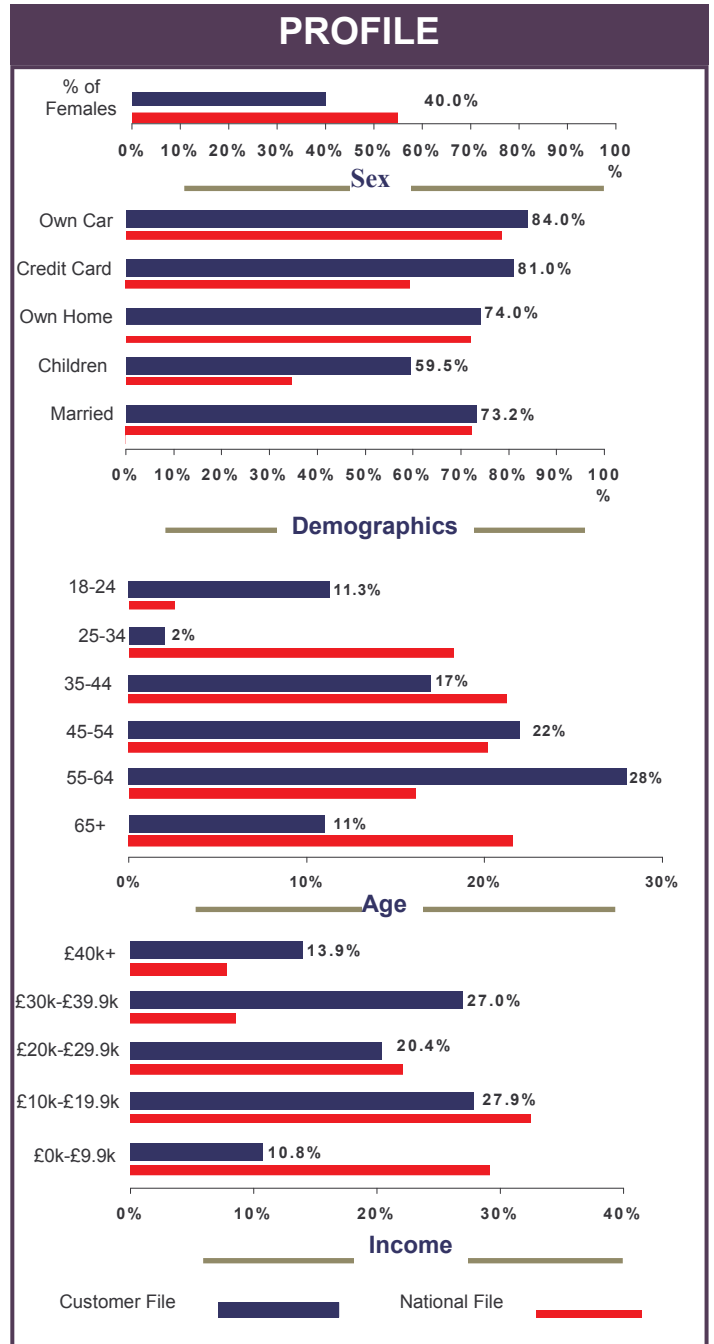
**Lifestyle Analysis**

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

- Lotteries/Competitions
- Mail order buyers
- Crosswords/Sudoku
- Wine
- Sport
- Music
- Eating out
- Savings & Investments
- Use the Internet to shop
- Cinema
- Going to the pub
- Foreign Travel



An interesting file of consumers all selectable by newspaper title that they read. This file will undoubtedly work well for a multitude of offers including gifts, charities, big book mail order and financial orientated offers. 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

## I READ

### 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
- Telephone Numbers
- Occupation
- 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  
£60.00  
£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**