



**Total Names: 2,653,000**  
**0-12 months: 2,653,000**

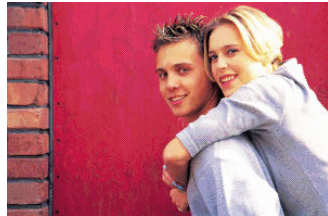


**Background**

Next Generation is a file of 18-30 year olds who are likely to participate in the growth of the UK population, its habits, its wishes and will influence how the government forms policy and how UK businesses react to this important sector of the population which also have on-going concerns for the environment. The file has been compiled from more than one source and provides an excellent range of selections.

**Key Characteristics**

- MPS Screened
- File Continually Updated
- Mail Order Responsive
- Fully Post-coded
- Highly Selectable



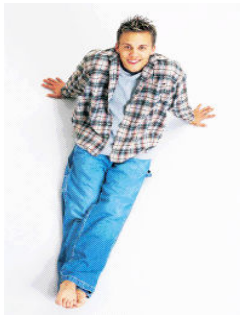
**Profile**

Near even male to female split, aged 18-30 years with plenty of disposable income and an avid interest in activities for the young and style conscious.

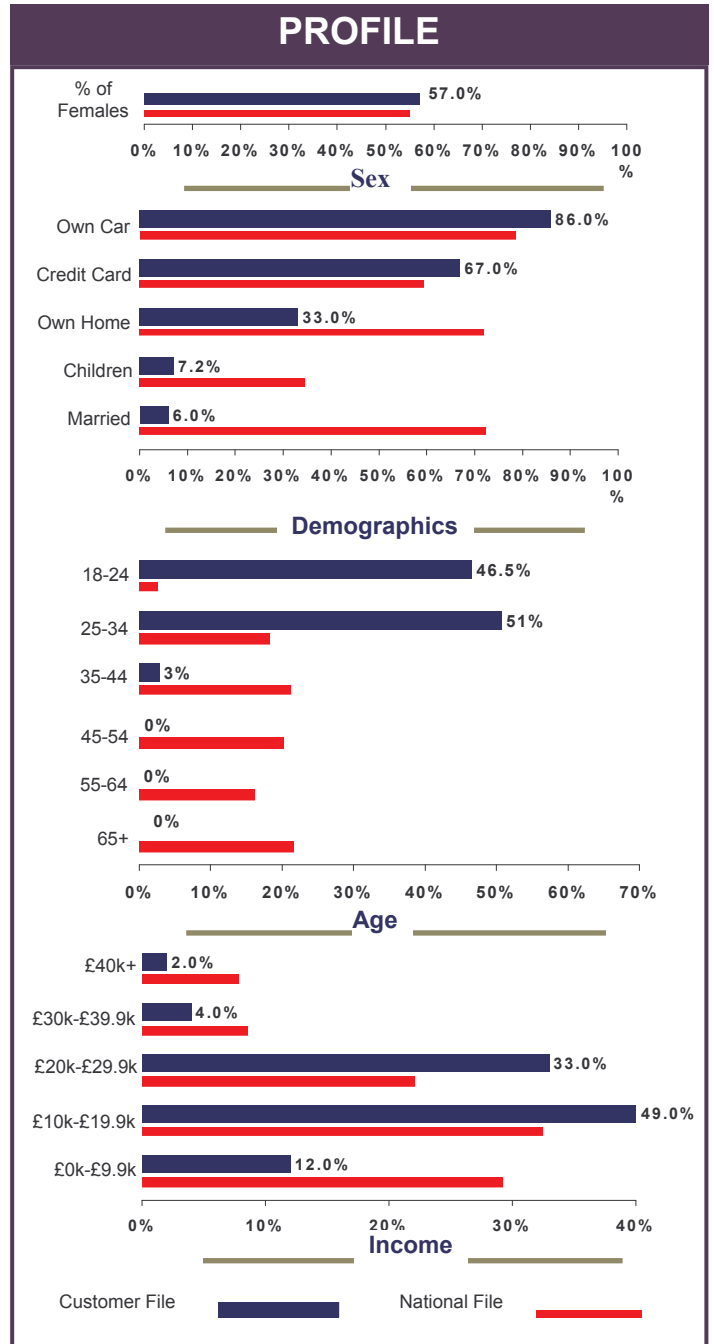
**Lifestyle Analysis**

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

- Shopping by Catalogue
- Keep fit
- Fashion
- Beauty products
- Music
- Eating out
- Night Clubs
- Sports
- Computers



If your target audience is those aged in the 18-30 market then there is no better way to locate them than with Next Generation. A file that is sure to work for a wide variety of offers including holidays, financial offers, gifts, book & music clubs, charities and fashion. A must for your next test schedule.



**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

## next generation

### RATE & VOLUME

	Prices per 1000 Ex VAT
• 0-12 Months	£100.00
• 13-24 Months	£90.00
• AcceleRATE per 100,000	£8,500

### SELECTIONS

• Occupation	£10.00
• Date of Birth	£10.00
• Hobbies and Interests	£10.00
• Car data i.e Make or Model	£10.00
• Geographic	£10.00
• Credit Card owner	£10.00
• Gender	£10.00
• Donate to Charity	£10.00/ Free to Charities
• Telephone numbers	£60.00
• 1 in N	Free of Charge

### PRODUCTION CHARGES

• Run on charge	£10.00/'000
• Email	£30.00 per order
• Diskette	£25.00 per order
• Delivery – 5 working days	£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 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

**Updated 20/02/2007**