

Total Names: 1,538,000
0-12 months: 1,538,000



Background

As a nation of avid TV fans and consumer demand for more choice has seen subscriptions to satellite, cable and pay per view programming soar to new heights with widespread acceptance of a multi-media landscape.

i-media is a compiled list of UK consumers that have already made the leap in to paid subscriptions giving them more program access into sport, music, movies and documentaries and foreign language programming. Many of these consumers go on to make a purchase directly from their arm chairs via DRTV offers and quite simply could not go back to the free terrestrial channels. These consumers are at the cutting edge of new entertainment and communication technology including video on demand, VOIP and high speed Broadband internet access

List Characteristics

- MPS screened
- Fully post-coded
- Continual addition of new names



Profile

Evenly split between male and female, with children living at home. They are heavy buyers of convenience products, videos, books, fashion and gifts and tend to have higher than average disposable income and are generally homeowners.

Lifestyle Analysis

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

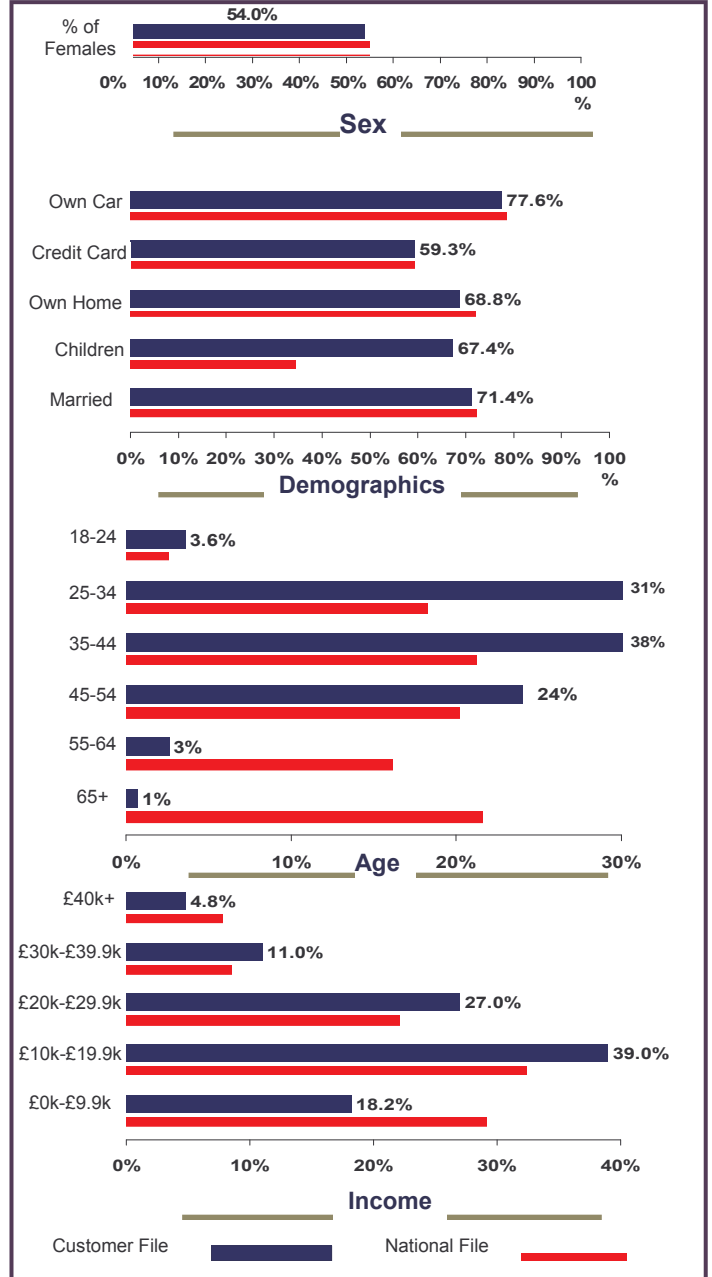
- Music
- Competitions
- Lotteries
- Going to the pub
- Books
- Fashion
- Cookery
- Football
- Eating out



Switch on now to this fantastic new list and watch the results pour in. Call now for more information.



PROFILE



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



LIST RATES & ORDERING INFORMATION

i-media

RATE & VOLUME

- Subscribers
- AcceleRATE per 100,000 records

Prices per 1000 Ex VAT

£95.00
£8,075

SELECTIONS

- Title/Prefix
- Cable/Satellite
- Internet Provider
- Video on demand user
- VOIP user
- Geographic
- Mail sort
- Telephone numbers
- 1 in N

£5.00
£5.00
£7.00
£7.00
£7.00
£5.00
£5.00
£60.00
Free of Charge

PRODUCTION CHARGES

- Run on charge
- EMAIL
- Diskette

£10.00
£30.00 per order
£20.00 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.

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