

Total Names: 15,000
0-12 months: 15,000



www.sportfish.co.uk

Background

Sportfish is the worlds largest retailer of fly fishing equipment an is also the winner of “The Best Game Mail Order Service” for an unprecedented ten years running. The business supplies a wide range of fishing accessories, clothing and equipment and ships products across the globe to fly fishing enthusiasts and novice anglers. Fishing is in fact the UK’s most popular pastime and the sheer size of the stock range is enormous making Sportfish the place to shop for anyone interested in fishing. Customers are generally male with above average levels of disposable income and are highly time rich too.

- Highly mail order responsive
- Affluent ABC1’s
- File constantly updated
- Average order value £75
- 100% fully post-coded
- 73% shop by mail order 6+ times a year



Profile

Predominately affluent male homeowners aged between 45-64 years with above average levels of disposable income. Many of these individuals have professional/senior management positions and are prepared to invest in great quality products.

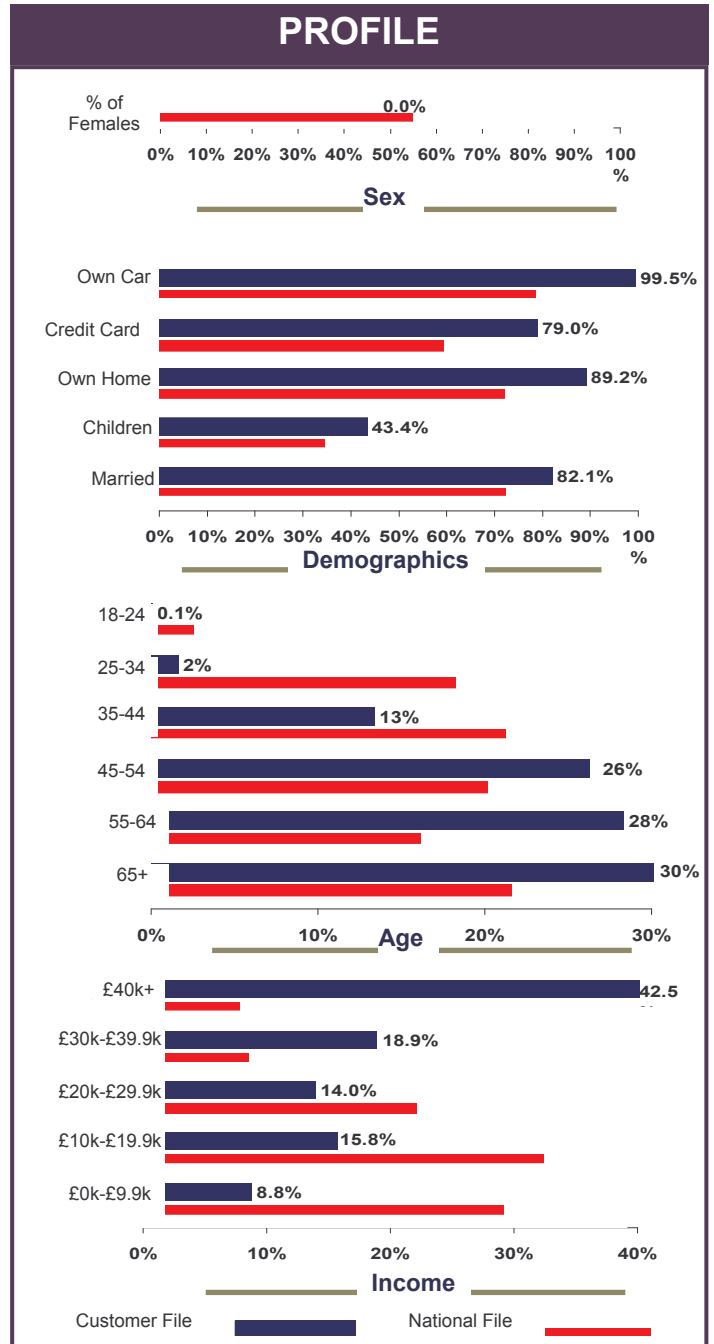
Lifestyle Analysis

Using detailed profiling and analysis techniques, we’re able to establish high lifestyle scores in:

- Cultural Pursuits
- Gourmet foods
- Wines
- Foreign travel
- Investments/unit trusts
- Crosswords
- Books
- Current affairs
- Gardening
- Gambling



A unique opportunity to target very affluent males that are responsive to mail order offers, are regular donors to charity and have a penchant for country pursuits. Call now to arrange your test.



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

LIST RATES & ORDERING INFORMATION

Sportfish

RATE & VOLUME

- Buyers
- AcceleRATE per 15,000 records

Prices per 1000 Ex VAT

£110.00
£1,400

SELECTIONS

- Title/Prefix
- Geographic
- Order Value
- 1 in N

£7.50
£7.50
£7.50
Free of Charge

PRODUCTION CHARGES

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

£10.00
£30.00 per order
£20.00 per order
£35.00 per order

GENERAL

- Minimum order 5,000 records
- File held randomly
- File MPS cleaned every 90 days
- List owner warranty no. 003570
- 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, please contact our sales team to confirm rates prior to placing an order

Updated 13/04/2007