



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



### Background

The Grandparents Society file contains over 1.5m individual members that have a registered interest in grand parenting with many of them having at least two grandchildren.

The over 50's sector of the population is expanding with many individuals who are in or approaching retirement and still lead an active lifestyle and who perhaps still hold dear the values of yesterday but are also concerned with what the future holds for their families.

The individuals have provided high levels of information about themselves and their households including their own interests which make this a unique source of the growing over 50's UK population.

### List Characteristics

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



### Profile

Evenly split between male and female. They are heavy buyers of convenience products mostly via mail order, DVD's, books, gardening products and gifts and tend to have average disposable income and are generally homeowners in or approaching retirement age.

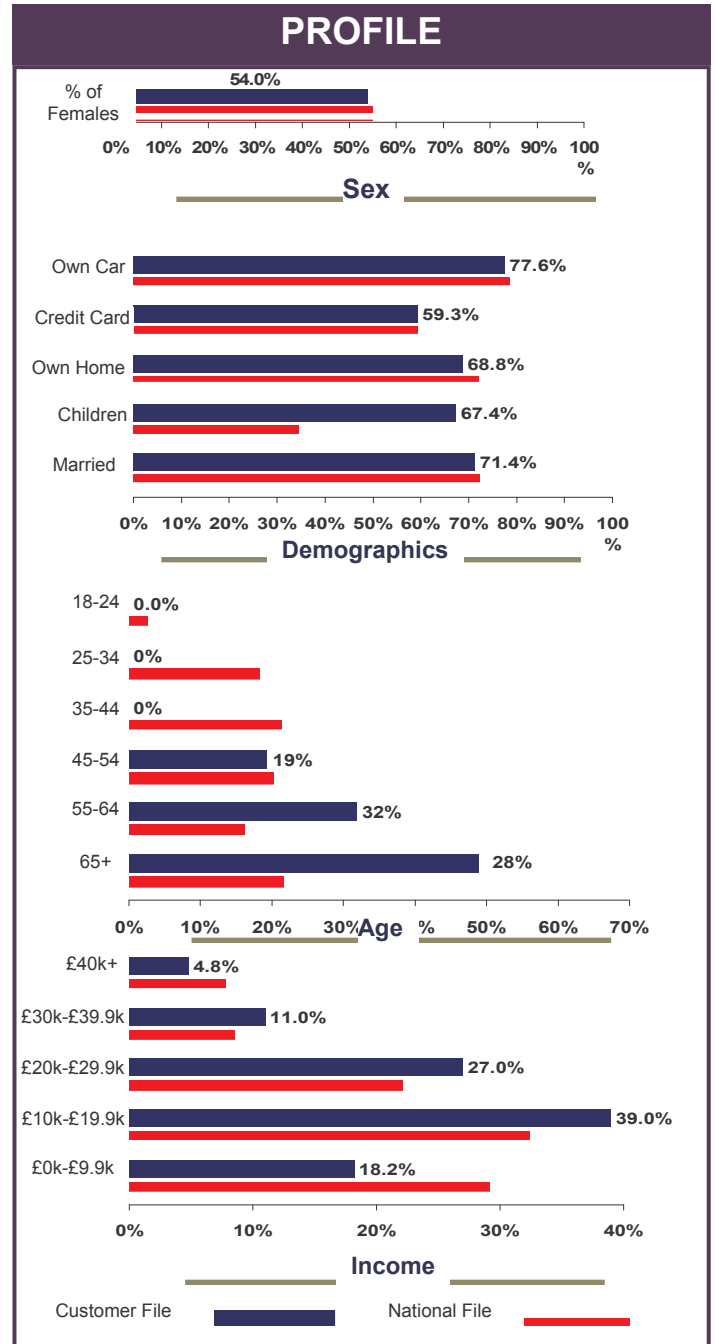
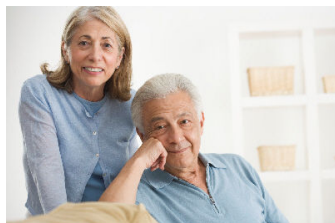
### Lifestyle Analysis

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

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



Call now to arrange your test of this superb file of the over 50's.



**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

## Grandparents Society

### RATE & VOLUME

- Grandparents
- AcceleRATE per 100,000 records

### Prices per 1000 Ex VAT

£100.00  
£8,075

### SELECTIONS

- Title/Prefix
- Mail order Buyer
- Homeowner
- Products bought by Mail
- Age
- Geographic
- 1 in N

£5.00  
£7.50  
£7.00  
£7.50  
£7.00  
£5.00  
Free of Charge

### PRODUCTION CHARGES

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

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

**Updated 12/03/2007**