

Total Names: 2,176,393
0-12 months: 2,176,393



Background

Five years ago Kate was enjoying a successful career and then became pregnant. She lived in a rural community, had no friends or relatives living nearby so she reached out to newsgroups and other websites to gather information to prepare herself to become a mother. Pretty soon she had amassed quite a sizable network of similar women all exchanging news and views and advice.

The data contains entirely females with young children in the household and has an array of other selections that make the list very targetable for direct marketing use. The source of the data has been anonymised so the integrity of the various touch points of how and when the data is collected remains intact. All data protection principles are followed stringently and every individual has given their consent to receive third party offers and the data is already successfully being used by financial services, internet, mail order and health products.

Key Characteristics

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



Profile

Over 90% females aged 18-45 years with plenty of disposable income, majority homeowners and frequently shop at home.

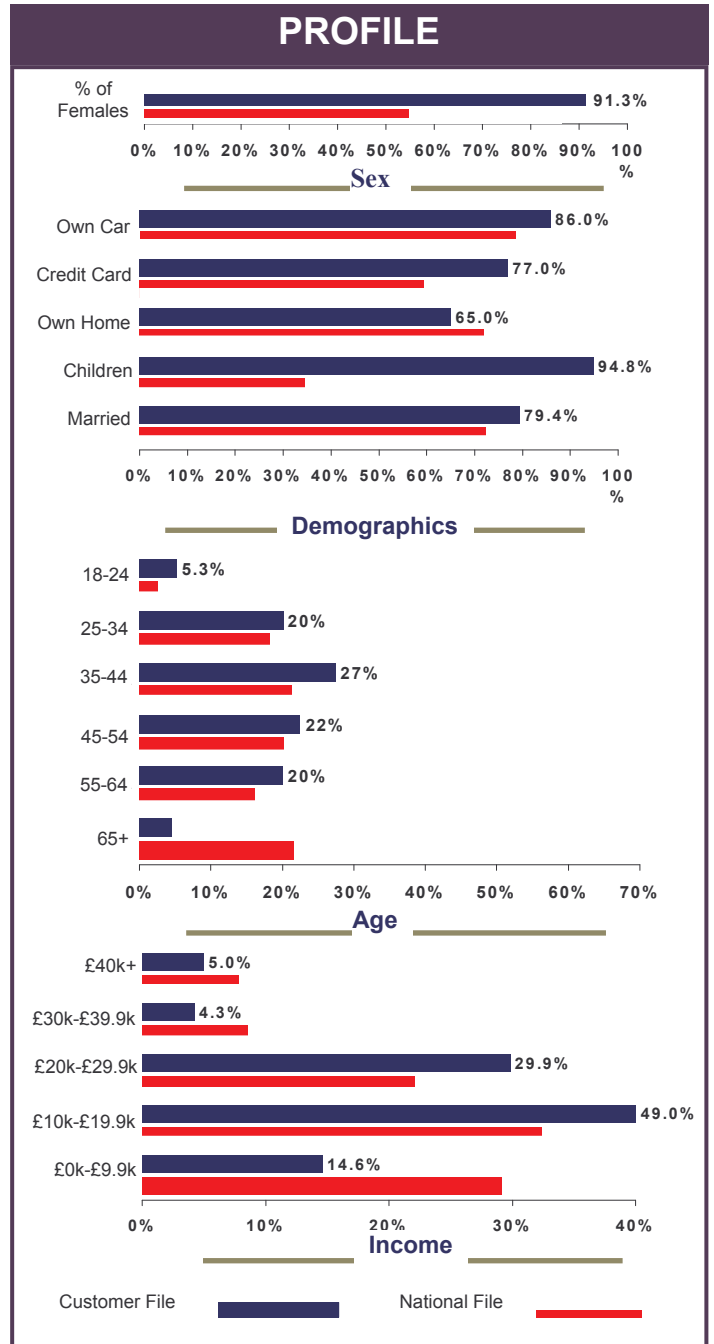
Lifestyle Analysis

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
- Gardening
- Charity



A superb file to target families with young children in the household. Call now to arrange your test.



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



LIST RATES & ORDERING INFORMATION

Kates Chronicles

RATE & VOLUME

- 0-12 Months
- 13-24 Months
- AcceleRATE per 100,000

Prices per 1000 Ex VAT

£100.00
£90.00
£8,500

SELECTIONS

- Date of Birth £10.00
- Hobbies and Interests £7.50
- Number of Children £7.50
- Geographic £7.50
- Credit Card owner £7.50
- Gender £7.50
- Marital Status £7.50
- Mail Order Buyer £10.00
- Homeowner £7.50
- Donate to Charity £10.00/ Free to Charities
- 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.

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