

See™

Total Names: 1,700,000
0-12 months: 610,000



www.seetickets.com

Background

See Tickets is the biggest UK owned ticketing company supplying tickets to see concerts, shows, festivals, events and sporting fixtures. Customers buy their tickets either on-line or via the dedicated call centre.

The See Theatre list is compiled from the See Tickets database of customers who have bought tickets specifically for plays and musicals. Customers tend to be more affluent and have an older age profile.

Key Characteristics

- Mail order responsive buyers
- 100% Fully Post coded
- MPS Screened
- File continually updated



Profile

Predominantly females, aged 35 years+, good levels of disposable income.

Lifestyle Analysis

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

- Personal computing
- Books
- Collectibles
- DIY
- Fashion
- Fine Arts/Antiques
- Gardening
- Health & fitness
- Gourmet food/wine
- Photography
- Music



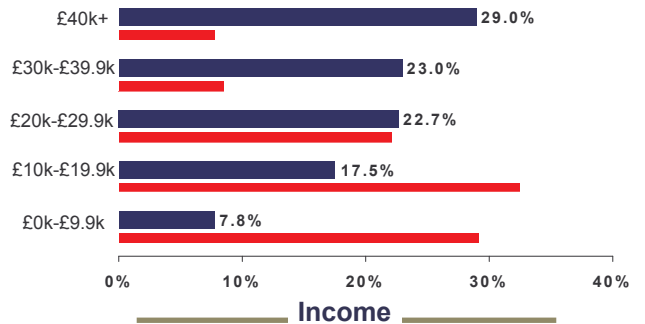
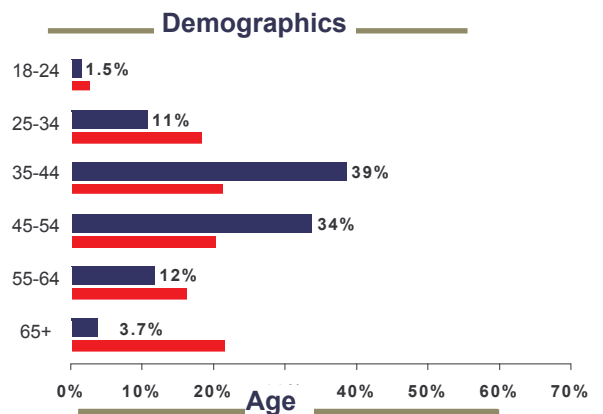
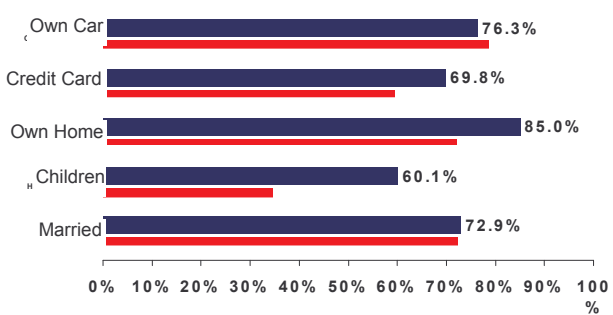
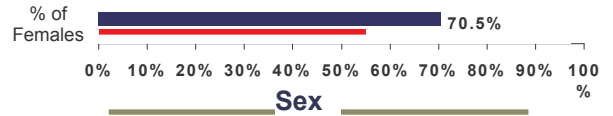
A proven file that has worked well for charities, insurance, financial offers, health & fitness products, fashion, record & book clubs as well travel and gifts.



CHICAGO
THE MUSICAL



PROFILE



Customer File (Blue bar) National File (Red bar)

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



LIST RATES & ORDERING INFORMATION

See Theatre

RATE & VOLUME

• Buyers 0-12 Months	£110.00
• Buyers 13-24 Months	£50.00
• Buyers 25-36 Months	£30.00
• Charity Rate	£10.00 Discount
• AcceleRATE	£8,500 per 100,000

SELECTIONS

• Gender	£7.00
• Geographic	£10.00
• Spend Value	£10.00
• 1 in N	Free of Charge

PRODUCTION CHARGES

• Run on charge	£10.00
• EMAIL	£30.00 per order
• Delivery – 5 working days	£45.00 per order
• Disk	£30.00 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
- 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 29/06/2007