



Total Names: 3,407,342
0-12 months: 3,407,342



Background

Arcadian, is compiled from public domain information and then further modelled to provide precision targeting. Arcadian is a database of individuals who reside in rural and semi-rural locations. The individuals have an interest in the rural countryside and the pursuits that go on there as well as have a higher disposition to shop from home, as well as higher than the national average in disposable income.

- Highly mail order responsive
- Affluent ABC1's
- File constantly updated
- 100% fully post-coded
- 75% shop by mail order



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

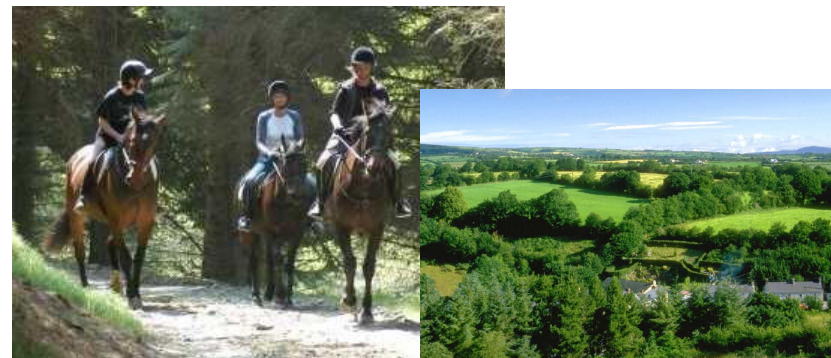
Using detailed profiling and analysis techniques, we're able to establish high lifestyle scores in:

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

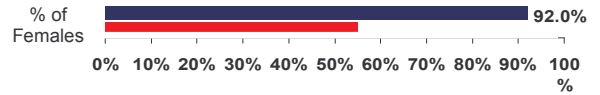


A unique opportunity to target very affluent individuals that are responsive to mail order offers, are regular donors to charity and prefer the slower pace of life that the "Arcadian" lifestyle provides.

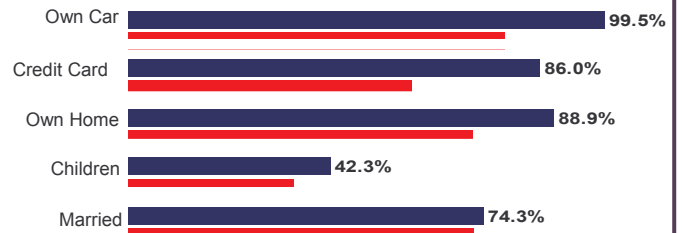
Call now to arrange your test.



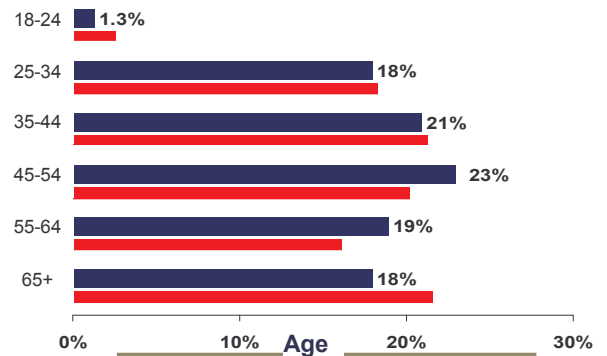
PROFILE



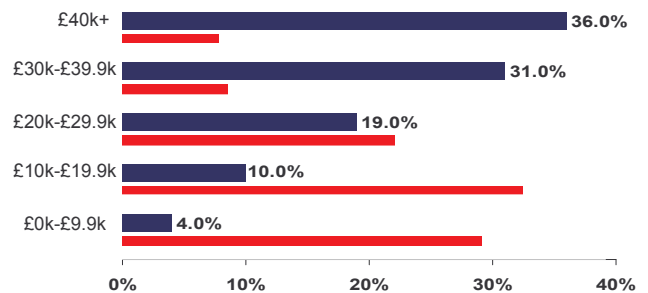
Sex



Demographics



Age



Income

Customer File (dark blue bar) National File (red bar)

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

LIST RATES & ORDERING INFORMATION

Arcadian

RATE & VOLUME

- Buyers
- AcceleRATE per 100,000 records
- Registered Charities receive 20% discount

Prices per 1000 Ex VAT

£120.00
£7,650

SELECTIONS

- Title/Prefix
- Geographic
- 1 in N
- Property Value
- Wealth band
- Individual Share Portfolio
- Telephone numbers
- Business Name from Home

Free of Charge
Free of Charge
Free of Charge
£10.00
£10.00
£10.00
£80.00
£10.00

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. 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, please contact our sales team to confirm rates prior to placing an order

Updated 15/08/2007