



Total Names: 5,000,000
0-12 months: 5,000,000



Background

Fortune 5, is compiled from public domain information and then further modelled to provide precision targeting. Fortune 5 is a database of individuals who are a pretty special bunch, statistically they are Britain's wealthiest five percent of the population. Two thirds of the file are working and one third are in retirement and generally have higher than average disposable incomes.

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



Profile

Predominately affluent home owners aged between 40-65 years. Many of these individuals hold executive or professional office, donate and volunteer time regularly to charities and are prepared to invest in great quality products and high ticket items

Lifestyle Analysis

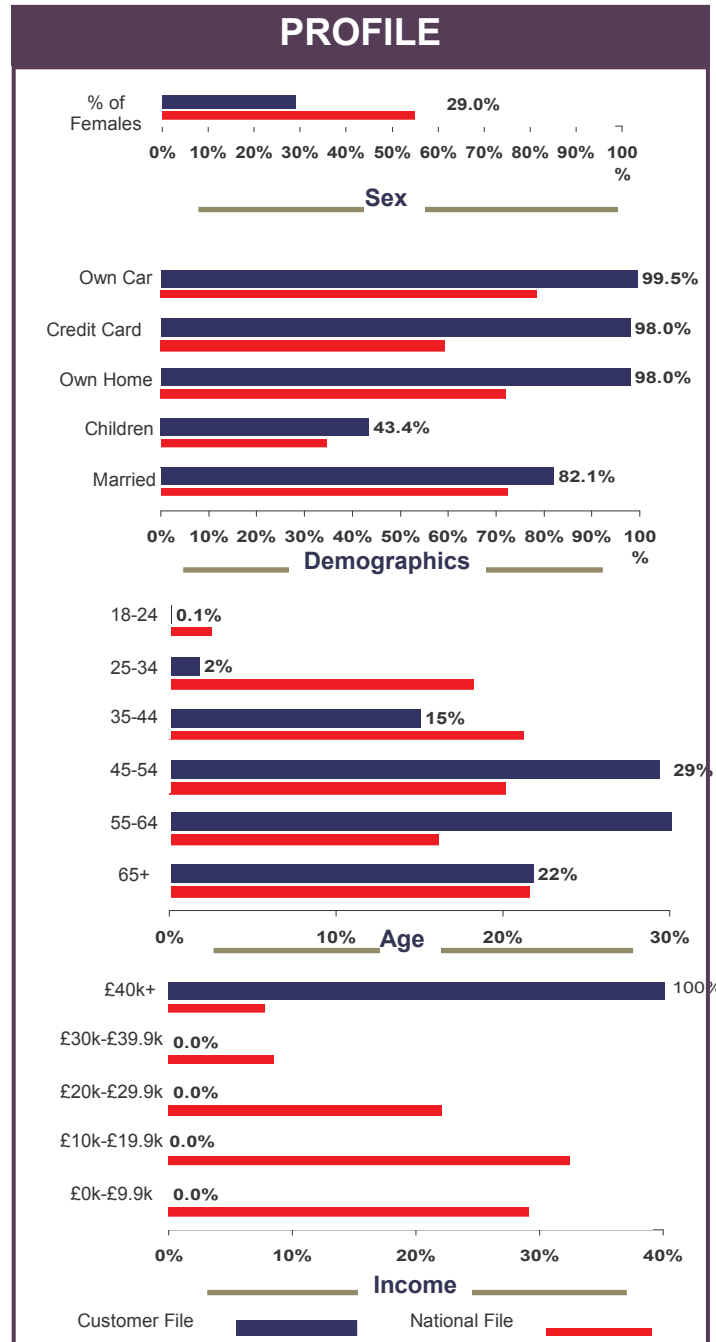
Using detailed profiling and analysis techniques, we're able to establish high lifestyle scores in:

- Charitable concerns
- Gourmet foods
- Wines
- Foreign travel
- Investments/unit trusts
- Art
- Books
- Current affairs
- Music
- Gambling



A unique opportunity to target very affluent individuals that are responsive to mail order offers, are regular donors to charity. The file is likely to work well for a number of direct offers including financial, automotive and charities.

Call now to arrange your test.



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

LIST RATES & ORDERING INFORMATION

Fortune 5

RATE & VOLUME

- Base Rental
- AcceleRATE per 100,000 records

Prices per 1000 Ex VAT

£120.00
£7,650

SELECTIONS

- Title/Prefix
- Geographic
- 1 in N
- Profile match report
- Income Band
- House value
- Share Portfolio size in £'s
- Telephone numbers

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

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 20/08/2007