



Total Names: 12,000,000
0-12 months: 12,000,000
Postal: 8,900,000



Background

MobileMe is the UK's most successful mobile database with new data added on a monthly basis. Compiled with data from across all mobile networks, this is unrivalled in the market place. The database contains both mobile telephone number and postal address, which allows marketers to access responsive consumers via SMS, postal or combined campaign.

Key Characteristics

- File continually updated
- Available across all networks
- Selectable by gender and age
- Records include name, address and mobile number
- MPS screened
- All names are 0-12 months recent

Profile

An enormous available volume of diverse consumers each providing contact details and definitive selections.

Lifestyle Analysis

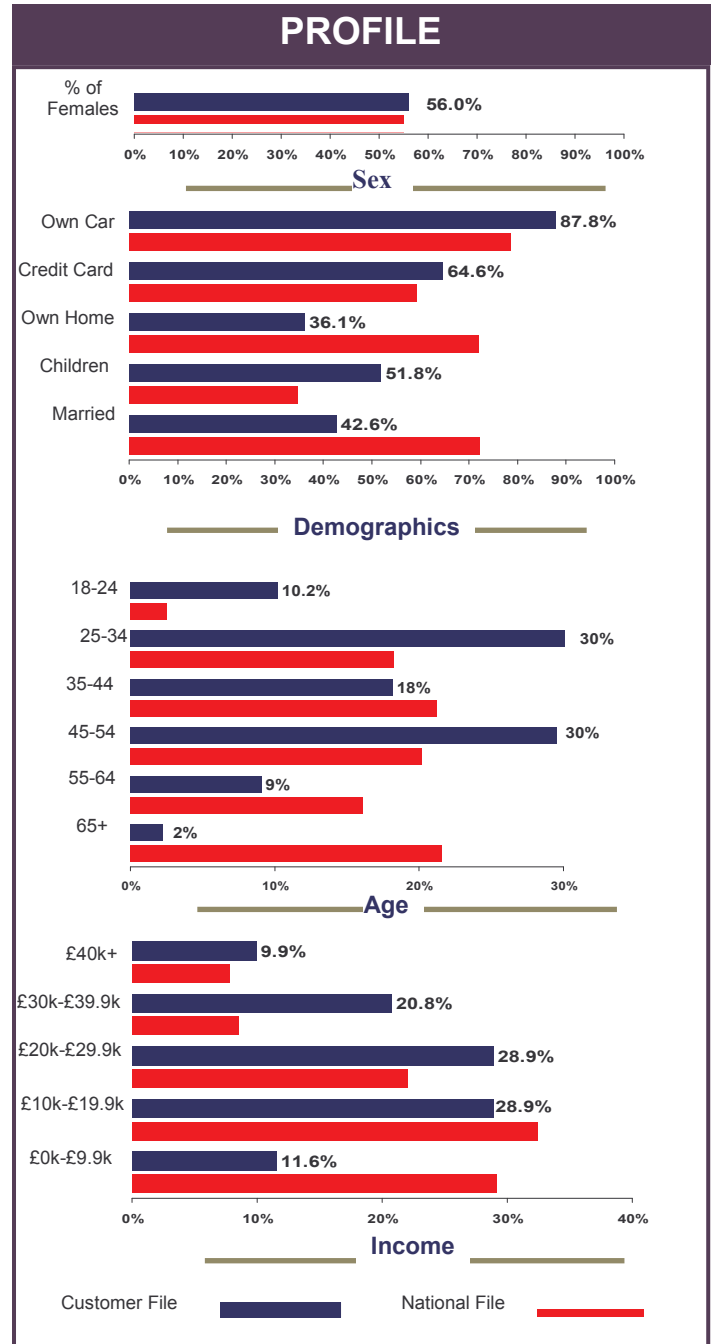
A near even split of males and females predominantly aged between 18-25. These network customers are mobile savvy and interested in music, entertainment and new technology.

Selections available

- Geography
- Age
- Gender
- Socio-economic group
- Income
- Home owners
- Property value
- Network provider



A file that is sure to work for a wide variety of offers due to the nature of its content including holidays, financial offers and gifts. This is a very unique list and so it is a must for your next test.



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



LIST RATES & ORDERING INFORMATION

MobileMe

RATE & VOLUME

- Mobile only
- Postal & mobile number
- AcceleRATE per 100,000 records

Prices per 1000 Ex VAT

£80.00
£120.00
£10,200

SELECTIONS

- Geography
- Gender
- Age
- Socio-economic group
- Income
- Home owners
- Property value
- Network Provider
- 1 in N

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

PRODUCTION CHARGES

- Run on charge
- Email
- CD Rom
- Delivery – 5 working days

£10.00/'000
£65.00 per order
£65.00 per order
£65.00 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 recognized 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 11/03/2008