



**Total Names: 7,690,000**  
**0-12 months: 7,690,000**



**Background**

*This unique list has been designed to achieve the maximum response potential with a high integration of financial and transactional information. Providing sub prime prospects, all data is 100% transactional and is fully post-coded. This provides the perfect opportunity for advertising to the people who require help with obtaining credit or management of their finance arrangements.*

**List Characteristics**

- All data is 100% transactional
- File constantly updated
- 100% fully post-coded
- MPS cleaned
- All are 0-12 months recent
- Telephone details also available



**Profile**

Predominantly young and single, these individuals enjoy the finer things in life and are insatiable for credit. A near even split of male and female prospects.

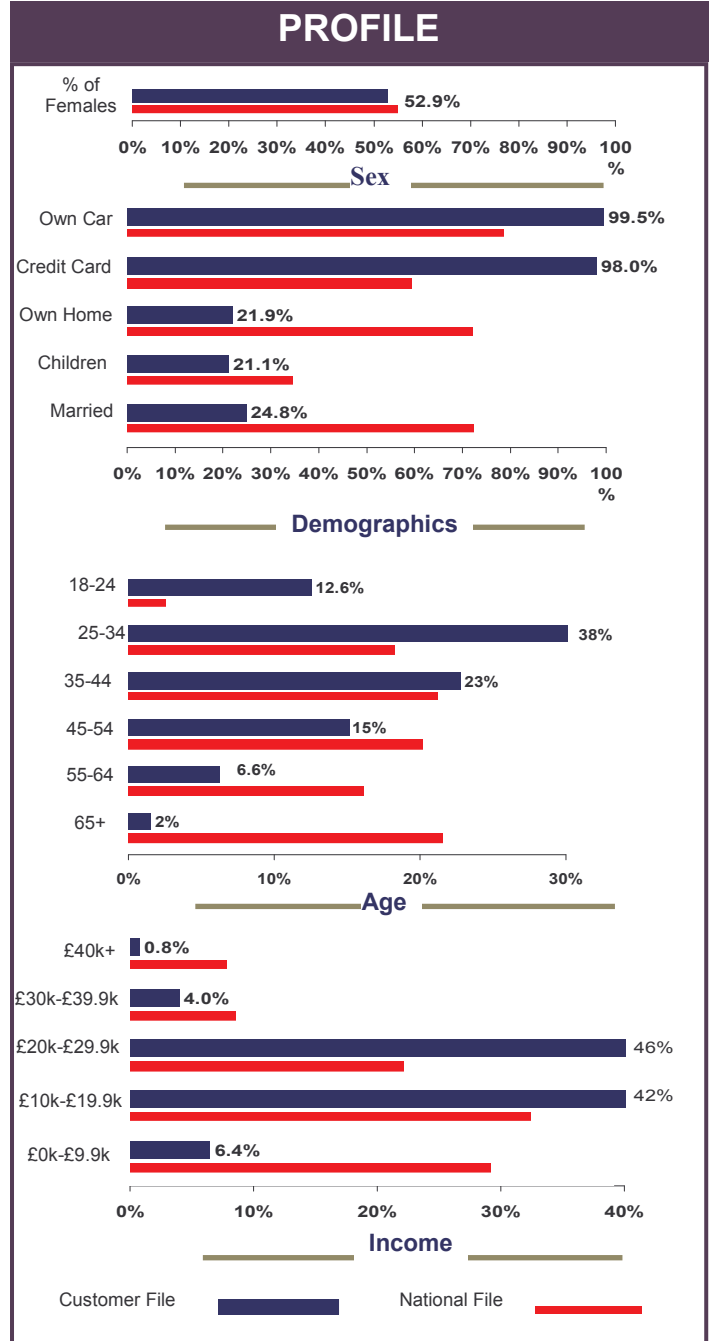
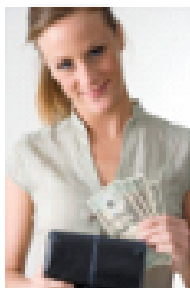
**Lifestyle Analysis**

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

- House decor
- Fashion
- Car maintenance
- Eating out
- Wines
- Latest technology
- Music
- Entertainment
- Foreign travel
- Books
- Current affairs
- Theatre/arts/culture



**A unique opportunity which will undoubtedly prove popular with advertisers eager to target credit hungry, 100% transactional responsive individuals. Call now to arrange a test.**



**Call Esther or Ben**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**



# LIST RATES & ORDERING INFORMATION

## Premium Financial

### RATE & VOLUME

- Postal
- With telephone
- AcceleRATE per 100,000 records

### Prices per 1000 Ex VAT

£120.00  
£180.00  
£10,200

### SELECTIONS

- Gender
- Geographic
- Age
- Household tenure
- Household income
- Property value
- Length of residency
- 1 in N

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

### PRODUCTION CHARGES

- Run on charge
- Email
- Delivery – 3 working days

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