



Total Names: 3,294,486
0-12 months: 1,849,357



Background

Fifty Cover Insurance is a database compiled from several websites aimed at the over 50's, where the individuals provide their insurance renewal dates as well as their age and are fully opted in. The file is already proven for other insurers but also mail order offers.

List Characteristics

- Highly mail order responsive
- Affluent ABC1 Greys
- File constantly updated
- 100% fully post-coded
- MPS cleaned
- 1.8m 0-12 Household
- 877k 0-12 Motor



Profile

Predominately affluent homeowners aged between 45-60 years with above average levels of disposable income. Many of these individuals have had or are in professional/senior management positions and are prepared to invest in great quality products.

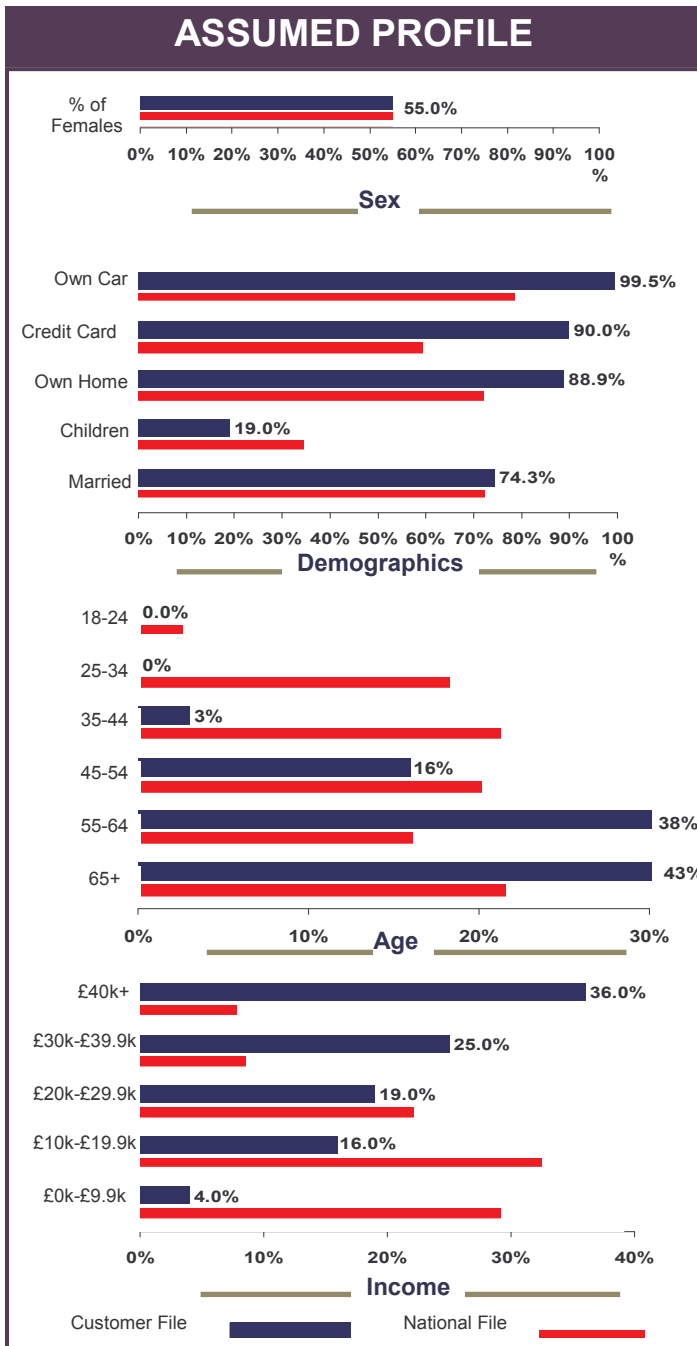
Lifestyle Analysis

Assumed profile based on the fifty plus target audience:

- Fashion
- Gourmet cooking
- Wines
- Foreign travel
- Investments/unit trusts
- National Trust
- Books
- Current affairs
- Gardening
- Theatre/arts/culture
- Grandchildren



A unique opportunity which will undoubtedly prove popular with advertisers eager to target highly affluent and mail order responsive individuals. Call now to arrange a test.



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



LIST RATES & ORDERING INFORMATION

Fifty Cover Insurance

RATE & VOLUME

- Names

Prices per 1000 Ex VAT

£110.00

SELECTIONS

- Title/Prefix
- Geographic
- Age
- Motor
- Household
- Marital Status
- 1 in N

£7.50

£7.50

£10.00

£10.00

£10.00

£7.50

Free of Charge

PRODUCTION CHARGES

- Run on charge
- EMAIL

£10.00

£60.00 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 20/08/2008