



Total Names: 5,795,000
0-12 months: 5,795,000



Background

The Driver File is derived from various transactional based sources where consumers provide details motor related variables along with detailed personal information. This file is probably the largest database of motoring consumers in the UK today. The file is continually updated providing a database that is robust and accurate.

List Characteristics

- 65% male
- MPS screened
- File continually updated
- Highly selectable
- 100% post coded



Profile

Male and female motorists with a large percentage which have children in the household. These consumers regularly use the internet to shop online and are receptive to direct offers.

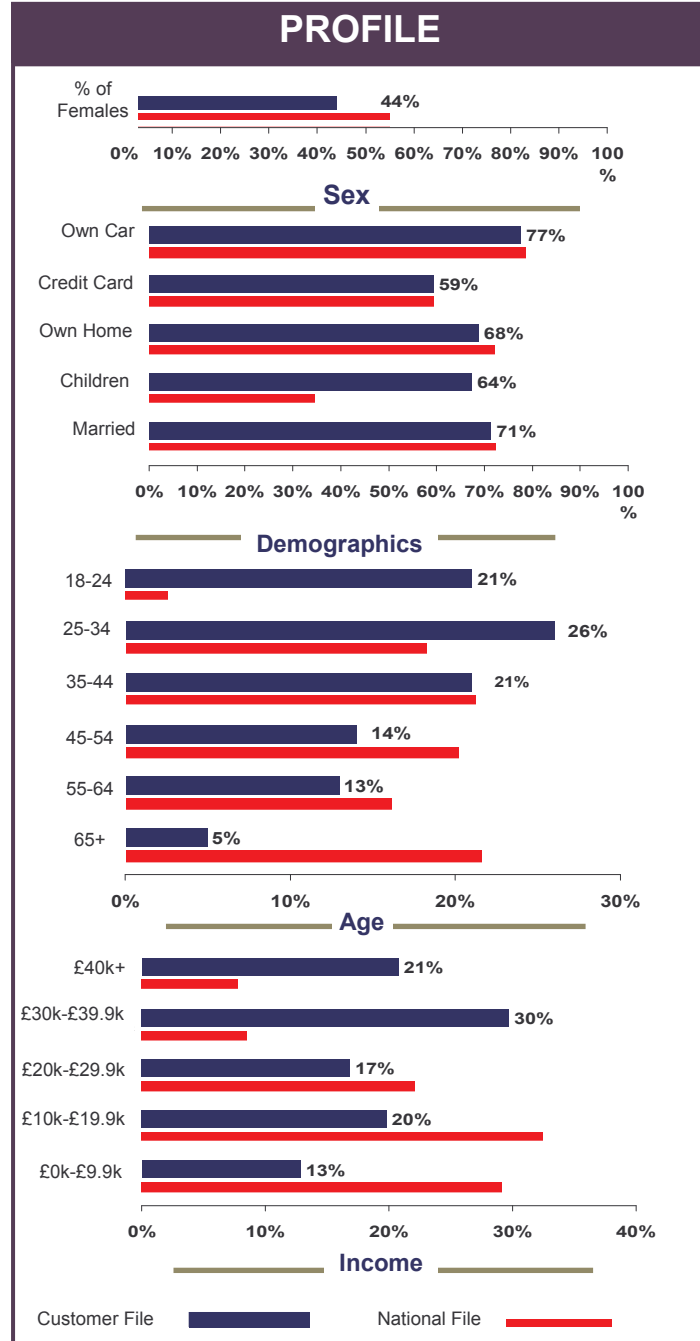
Traveller Analysis

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

- News/Current affairs
- Gardening
- Bingo
- Cooking
- Charities
- Music
- Books
- Eating out
- Shopping



A file that because of its versatility and select-ability is likely to be popular with all sectors of the including tour operators, insurance, motoring organisations, mail order and financial services.



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



LIST RATES & ORDERING INFORMATION
The Driver File

RATE & VOLUME	Prices per 1000 Ex VAT
• Base Rental	£90.00
• AcceleRATE per 100,000 records	£8,250
SELECTIONS	
• Recency	£10.00
• Make of Car	£10.00
• Model of Car	£10.00
• Annual Mileage	£10.00
• Transmission (Manual or Automatic)	£10.00
• Gender	£10.00
• Date of Birth	£10.00
• Marital Status	£10.00
• Presence of Children	£10.00
• Age band of Children	£10.00
• Home Ownership	£10.00
• Telephone number (1.5 million available)	£60.00
• Email Address (1.2 million available)	£90.00
• Internet/PC user	£10.00
• 1 in N	Free of Charge
PRODUCTION CHARGES	
• Run on charge	£10.00/'000
• Email	£35.00 per order
• Postal Delivery – 5 working days	£50.00 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 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

Updated 11/09/2008