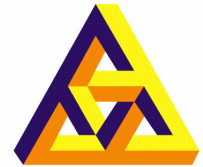




Thomas Cook Group plc

RATES & DATA

Gross Rate	£50/000
Agency Commission	15%
Max Size	A5
Max Weight	5g
Volume Jan 2009	909,911



TRI-DIRECT
S A L E S

Brochure Mailing Inserts

www.thomascookgroup.com

Background

The Thomas Cook Group is one of the world's leading leisure travel groups with sales of around £9 billion, 19 million customers, 30,000 employees, a fleet of 97 aircraft, a network of over 3,000 owned or franchised travel stores and a number of hotels and resort properties. The opportunity is to reach the customer at pre-sale by placing an insert within the brochure mailing

Brochures are mailed to customers in high quality packaging so that you can achieve standout and perceived endorsement. Customers are typically young families on average incomes who appreciate good value but high quality holidays and destinations.

The core Thomas Cook UK brands include Airtours, My Travel, Direct Holidays & Thomas Cook. Please note that at present, selective fill is not possible.

Key Characteristics

- Young families
- Average Family Income £30,000
- Highly effective distribution

Profile

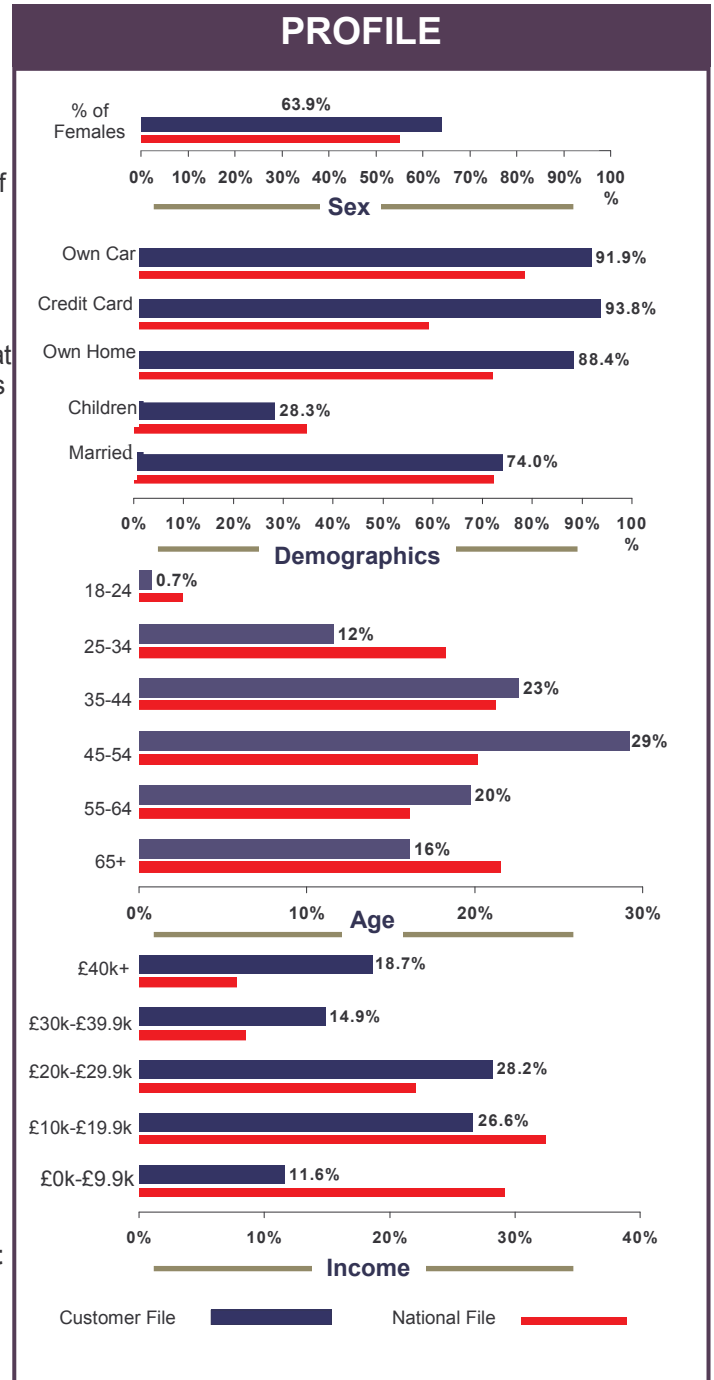
- Females with children in the household
- Average levels of disposable income
- Likely to shop at Tesco & watch ITV & Sky TV

Lifestyle Analysis

- Personal finance
- Fitness
- Watching TV
- Travel
- DIY
- Eating out
- Gardening
- Lottery & Competitions
- Music



This insert advertising method is sure to work well for most advertisers seeking highly receptive consumers. Call now to arrange your booking.



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

