



Total Names: 20,000
0-24 months: 20,000



Background

This is a NEW list on the market and provides an outstanding opportunity to target gardening enthusiasts. The list contains enquirers and customers of high end composters.

The individuals in this database are homeowners who enjoy gardening. They are willing to spend more money on special equipment. The average order amount of buyers is £300. The audience can be described as avid "hand in the dirt" gardeners.

All names have been generated via a combination of direct mail, inserts and print advertising.

List Characteristics

- Mail order responsive
- Fully post-coded
- MPS cleaned
- 100% buyers
- Affluent buyers
- File constantly updated



Profile

70% males who are generally ABC1's, homeowners and aged predominantly 45 years and over.

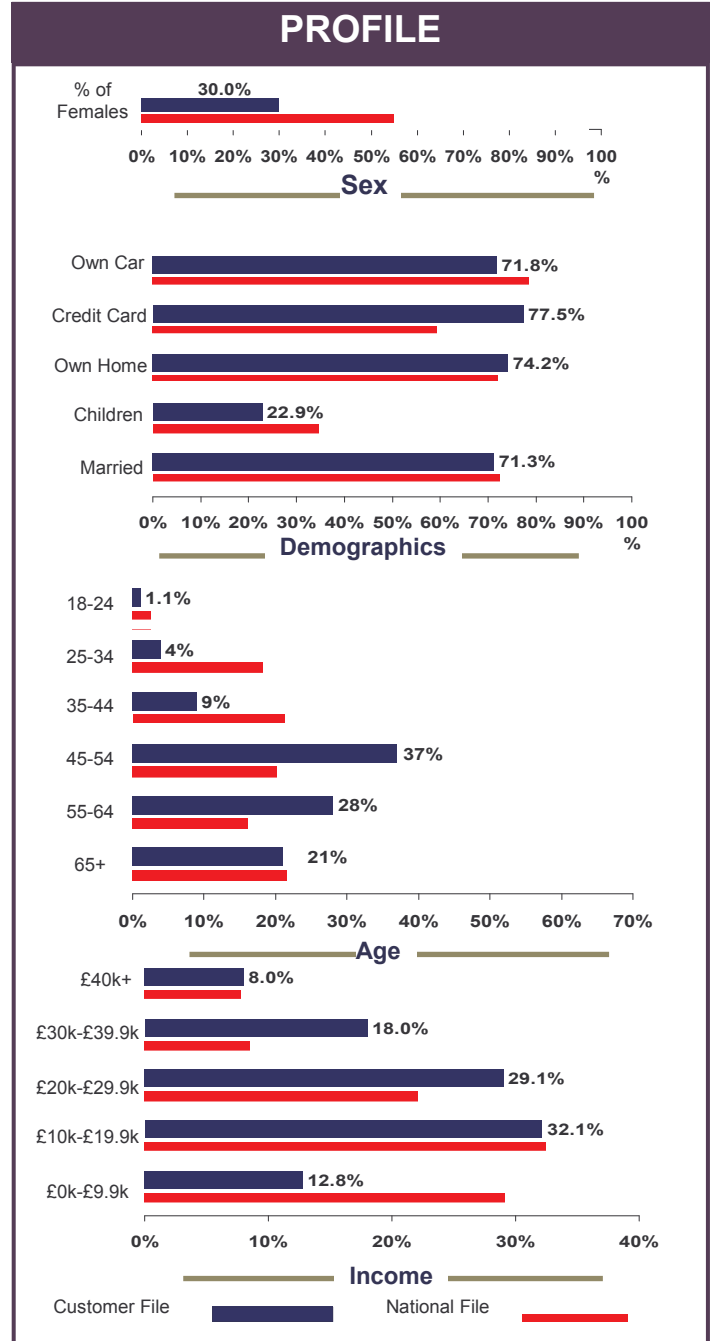
Lifestyle Analysis

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

- Gardening
- DIY
- Books
- Foreign Travel
- Wines
- National trust
- Investments/Shares
- Music



A superb list for delivering quality results from receptive and proven mail order buyers. This file will work well within any sector seeking great value for money.



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



LIST RATES & ORDERING INFORMATION

Compost Flow

RATE & VOLUME

- Names

Prices per 1000 Ex VAT

£100

SELECTIONS

- Title/Prefix £5.00
- Geographic £5.00
- Total Spend £7.50
- Mail sort £5.00
- 1 in N Free of Charge

PRODUCTION CHARGES

- Run on charge £7.50
- Delivery – 5 working days £60.00 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
- 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.

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