



Total Names: 13,563



www.key-tv.tv

Background

An excellent list for targeting affluent and mail order Responsive, mature gentlemen. Key-TV is a one-stop European media marketing and distribution company that focuses on selling golf related products. The products range from clubs to golfing aids. Key-TV also have music CD buyers on file and are now branching out into travel and adventure products and packages.

List Characteristics

- 70% male
- Active buyers
- Mail order receptive buyers
- MPS Screened

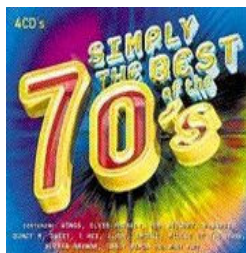
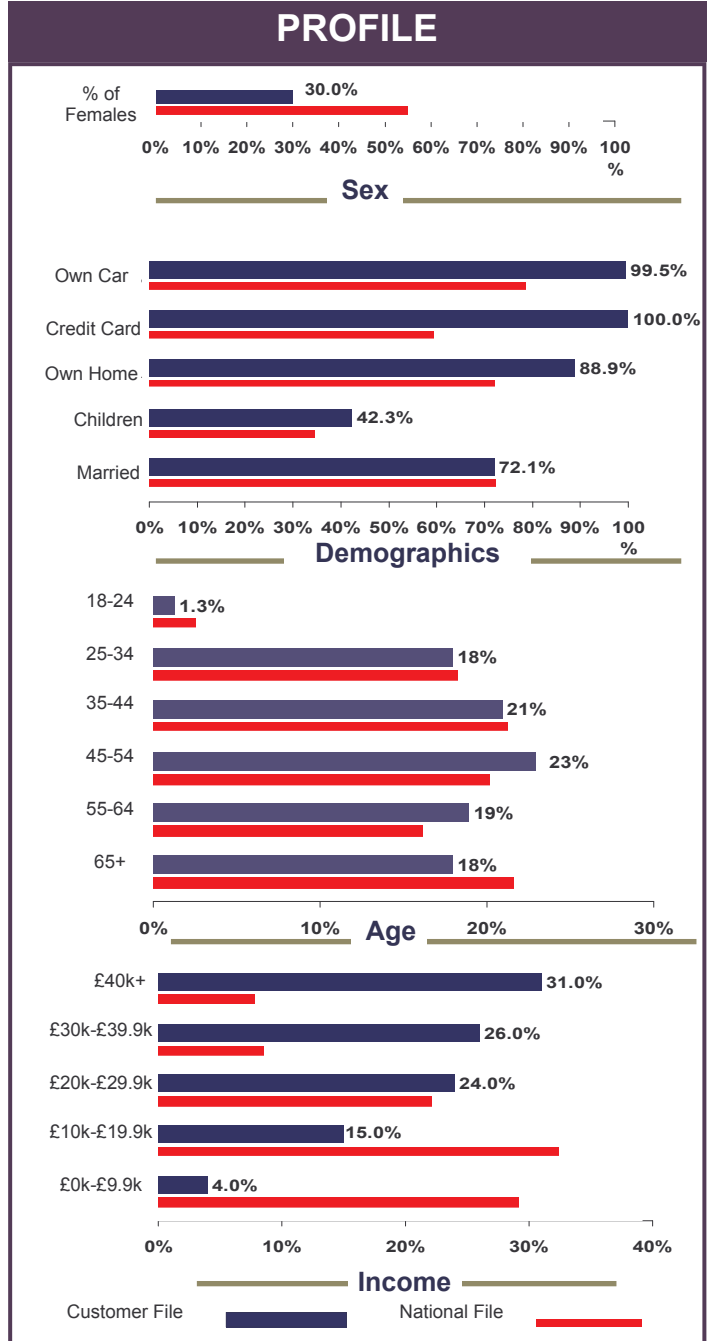
Profile

- 100% credit card users
- 58% professional/senior managers
- 54% earn over £35,000
- Males aged 35-65 years
- Homeowners/ Affluent ABC1's

Lifestyle Analysis

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

- Books
- Wines
- Stocks/shares
- Golf
- Eating out
- Foreign travel
- Unit trusts/investments
- Current affairs
- Gourmet cooking
- Theatre/culture/arts
- Antiques/fine art
- National Trust



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



LIST RATES & ORDERING INFORMATION

Key-TV

RATE & VOLUME

- Buyers
- Customers who ordered & cancelled
- AcceleRATE per 13,563 records

Prices per 1000 Ex VAT

£100.00
£100.00
£1,152

SELECTIONS

- Title/Prefix
- Payment Method
- Geographic
- Mail sort
- Multi-buyers
- 1 in N

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

PRODUCTION CHARGES

- Run on charge
- Key code – 7 digit alpha/numeric
- EMAIL
- CD ROM
- Disk
- Delivery – 5 working days

£10.00/000
£2.00
£30.00 per order
£25.00 per order
£20.00 per disk
£35.00 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 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 08/01/2007