



**Total Names: 450,000**  
**0-12 months: 450,000**



**Background**

Lets face it Mums are the real backbone to any family, they are the ones who arrange our daily lives and ensure we have all the day to day things that we just couldn't do without.

MUM is a list that comprises of UK consumers that have purchased FMCG goods for home and family usage and is compiled from a major manufacturer of such items as medicines, toiletries, foodstuffs and hygiene products.

The list provides a higher than average propensity for the data subjects to be married and with children and are proven to buy well known FMCG brands regularly.

**List Characteristics**

- Active buyers
- Receptive to DM
- 100% female
- Continual file growth
- 100% post-coded



**Profile**

These consumers are women, aged 25-50 years, 56% have an income in excess of £30,000, 74% are regular credit cards users and creditworthy.

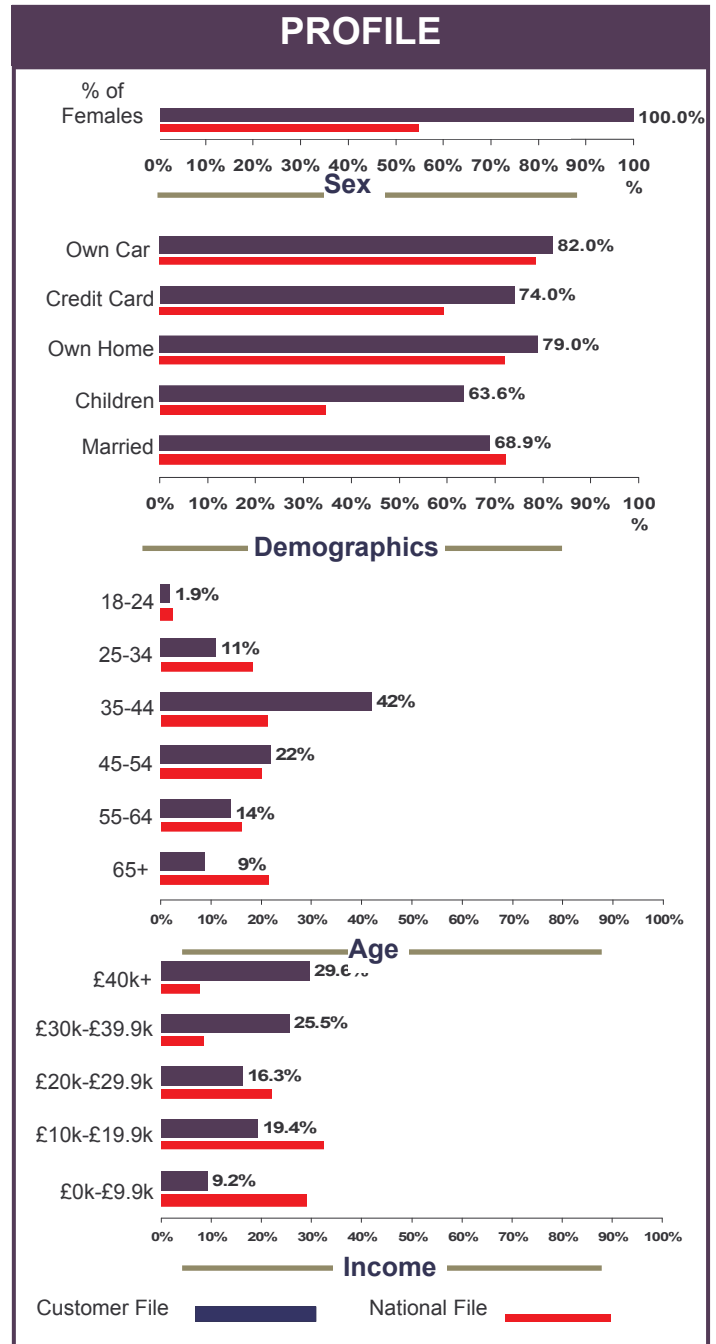
**Lifestyle Analysis**

Utilising detailed and analysis techniques we are able to determine high life style scores in:

- Gardening
- Theatre/Culture/Arts
- Current affairs
- Gourmet cooking
- Wines
- Foreign travel
- Home Shopping
- Books
- Keep fit/Slimming
- Eating out
- Watch TV
- Fashion Clothing



A quality list made up of the heartland of UK consumerism. Don't be without your MUM call now to arrange your test.



**Call Steve or Ben**  
**now for details on: 01256 692372**  
**Or e-mail: [sales@tri-direct.co.uk](mailto:sales@tri-direct.co.uk)**



# LIST RATES & ORDERING INFORMATION

## MUM

| <b>RATE &amp; VOLUME</b>         | <b>Prices per 1000 Ex VAT</b> |
|----------------------------------|-------------------------------|
| • Consumers                      | £95.00                        |
| • AcceleRATE per 100,000 records | £8,075                        |
| <b>SELECTIONS</b>                |                               |
| • Title/Prefix                   | £7.00                         |
| • Geographic                     | £10.00                        |
| • 1 in N                         | Free of Charge                |
| <b>PRODUCTION CHARGES</b>        |                               |
| • Run on charge                  | £10.00                        |
| • EMAIL                          | £30.00 per order              |
| • Diskette                       | £30.00 per order              |
| • Delivery – 5 working day       | £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 28 days
- List owner warranty no. TBC
- 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 06/02/2007**