



Total Names: 30,489
0-12 months: 30,489



www.nfuonline.com

Background

The National Farmers' Union was originally established in the early 1900's and has since grown to become the UK's largest and foremost representative body for farmers. Today the NFU boasts in excess of 30,000 members and provides a wide range of services and advice to its members. Its central objective is to promote successful and socially responsible agriculture and horticulture, while ensuring the long time viability of rural communities.

List Characteristics

- Receptive to direct mail
- 100% fully post-coded
- Wide range of selections
- 100% active members
- MPS/GAS cleaned



Profile

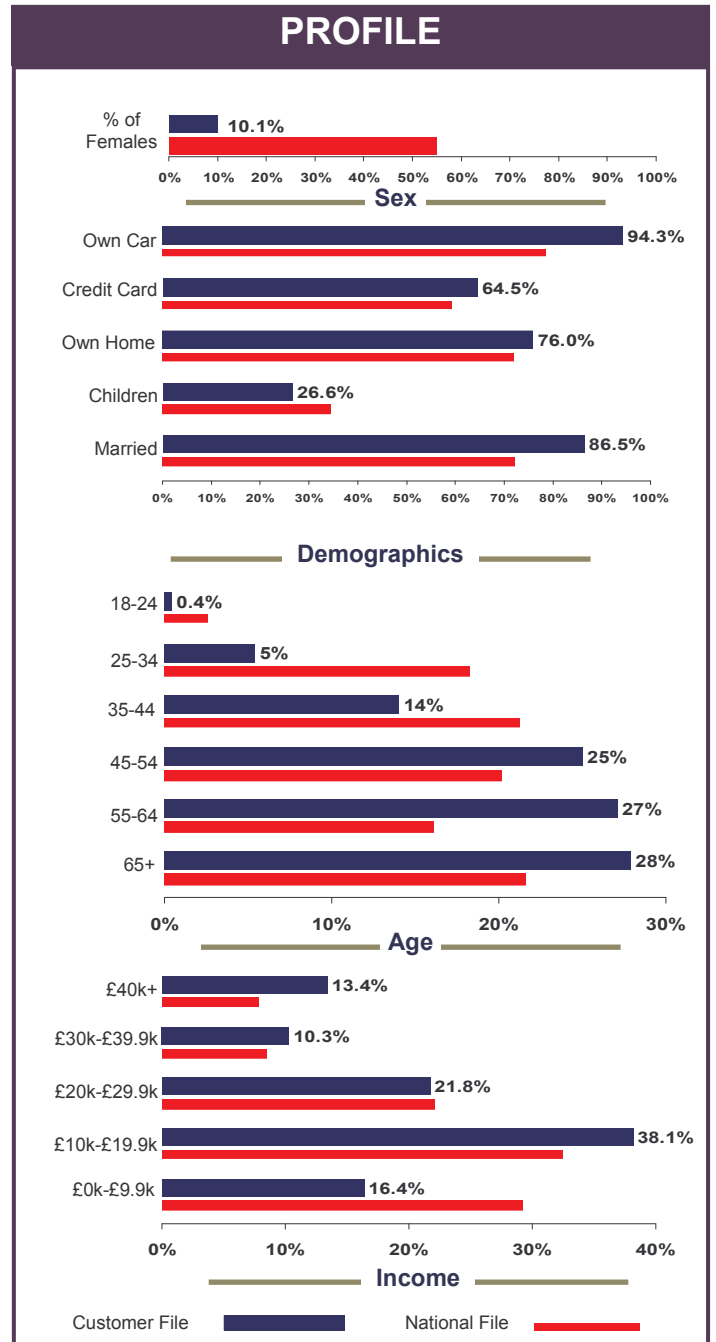
A predominately male orientated, upper income and mature age groups file. These individuals take a keen interest in the countryside and in the activities that go on there.

Lifestyle Analysis

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

- Foreign travel
- Gardening
- Books
- Wines
- Investments/shares/savings
- Eating out
- Motoring
- Current affairs
- Music
- D.I.Y.

A dynamic opportunity to recruit individuals with high disposable income who are likely to be receptive to any mail order offer because of their rural location of residence. A must for your next test schedule



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



LIST RATES & ORDERING INFORMATION

National Farmers Union

RATE & VOLUME

	Prices per 1000 Ex VAT
• Business to Business	£110.00
• Business to Consumer	£105.00
• AcceleRATE per 30,338 records	£2,836

SELECTIONS

• Title/Prefix	£5.00
• Geographic	£5.00
• Farm Type	£5.00
• Farm Size (in acres)	£5.00
• 1 in N	Free of Charge

PRODUCTION CHARGES

• Run on charge	£7.00
• Key code – 7 digit alpha/numeric	£2.00
• EMAIL	£30.00 per order
• Diskette	£20.00 per order
• Delivery – 5 working days	£35.00 per order

GENERAL

- 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. 000492
- 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, however please contact us to confirm rates prior to placing an order.

Updated 21/02/2007

CERTIFIED SCREENED AND CLEANED USING:

