

Total Names: 939,748
0-12 months: 225,472



TRI-DIRECT
S A L E S



Background

Award winning Scotts of Stow offers you an ideal way of targeting upmarket affluent individuals. Customers are recruited through direct mail and inserts in the quality press. The company markets tasteful and high quality items for kitchen, home and garden.

Key Characteristics

- Constantly growing file
- Direct mail responsive
- File MPS cleaned monthly
- Average order value over £60

Profile

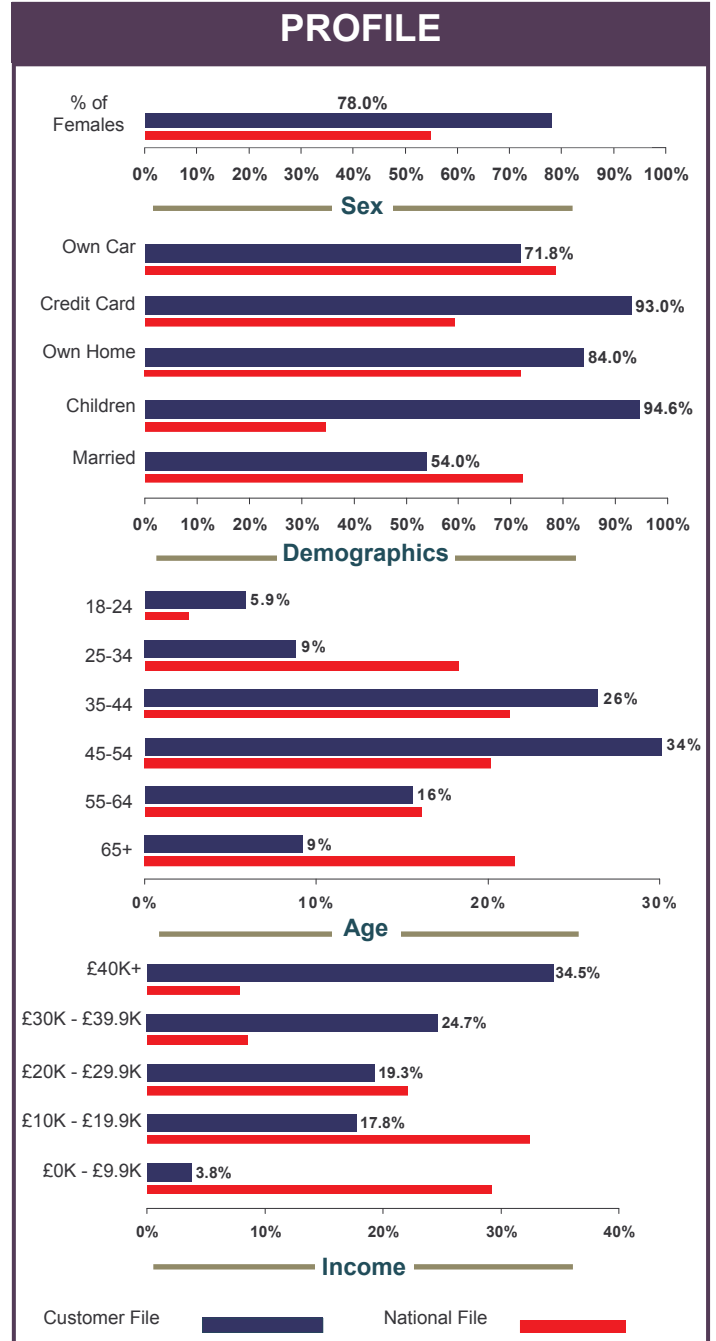
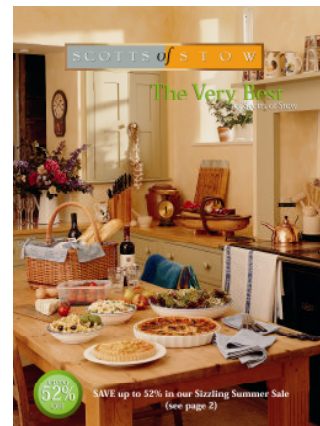
Predominately females, aged over 45 years, married to professionals or retired. High disposable incomes and financially aware.

Lifestyle characteristics

Using detailed profiling and analysis techniques we can closely determine high lifestyle scores in:

- Charities
- Gardening
- Walking
- The Environment
- Fine Arts/ Antiques
- Playing Golf
- Theatre
- Collectables
- Wines and Gourmet Foods
- National Trust

A quality file sure to provide superb results for any direct mail campaign wishing to target affluent individuals with high disposable income.



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



LIST RATES & ORDERING INFORMATION

Scotts of Stow

RATE & VOLUME

- 0-6 Month Buyers
- 0-12 Month Buyers
- 13-24 Month Buyers*
- Charity Rate 0-3 Month Buyers
- Charity Rate 0-6 Month Buyers
- Charity Rate 0-12 Month Buyers
- **Pre or Post Mailer**
- **Multi-usage**

Prices per 1000 Ex VAT

£130.00
£120.00
£100.00
£130.00
£120.00
£110.00
£25.00
POA

* Frequency of purchase, order value and either gender or geographic selections included free of charge.

SELECTIONS

- Endorsement £25.00
- Title/Prefix £5.00
- Age £10.00
- Multi-buyers £10.00
- Credit Card Usage £10.00
- Product Type £20.00
- Order Value £10.00
- Newspaper Readership £20.00
- Geographic £5.00
- Mail sort £5.00
- 1 in N Free of Charge

PRODUCTION CHARGES

- Run on charge £10.00
- Key code – 7 digit alpha/numeric £3.00
- EMAIL £30.00 per order
- Diskette £30.00 per order
- Delivery – 7 working days £35.00 per order

GENERAL

- Minimum order 5,000 records
- File held randomly
- File MPS cleaned monthly
- List owner warranty no. 000754
- 20% 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 13/04/2007