



Total Names: 1,278,574
0-12 months: 1,278,574



Background

A database comprising of holiday makers who have not only shared with us information about their holiday but lots of other lifestyle type information too. This file provides the ideal opportunity to target individuals that have taken or are considering their next break, whether it be a weekend away or a long haul trip abroad. The file can be tailored to several selection criteria ensuring that your key target audience is reached without wastage. All information is updated quarterly to maximise the results of your direct marketing campaign.

Holiday Type Index v National Average(100)

- Europe & Mediterranean 255
- Short Breaks 219
- Self Catering 165
- N.America/Caribbean 147
- UK Holidays 128

Profile

Male and female homeowners with children aged 0-4 years who are confident in purchasing on-line. All demographics can be targeted.

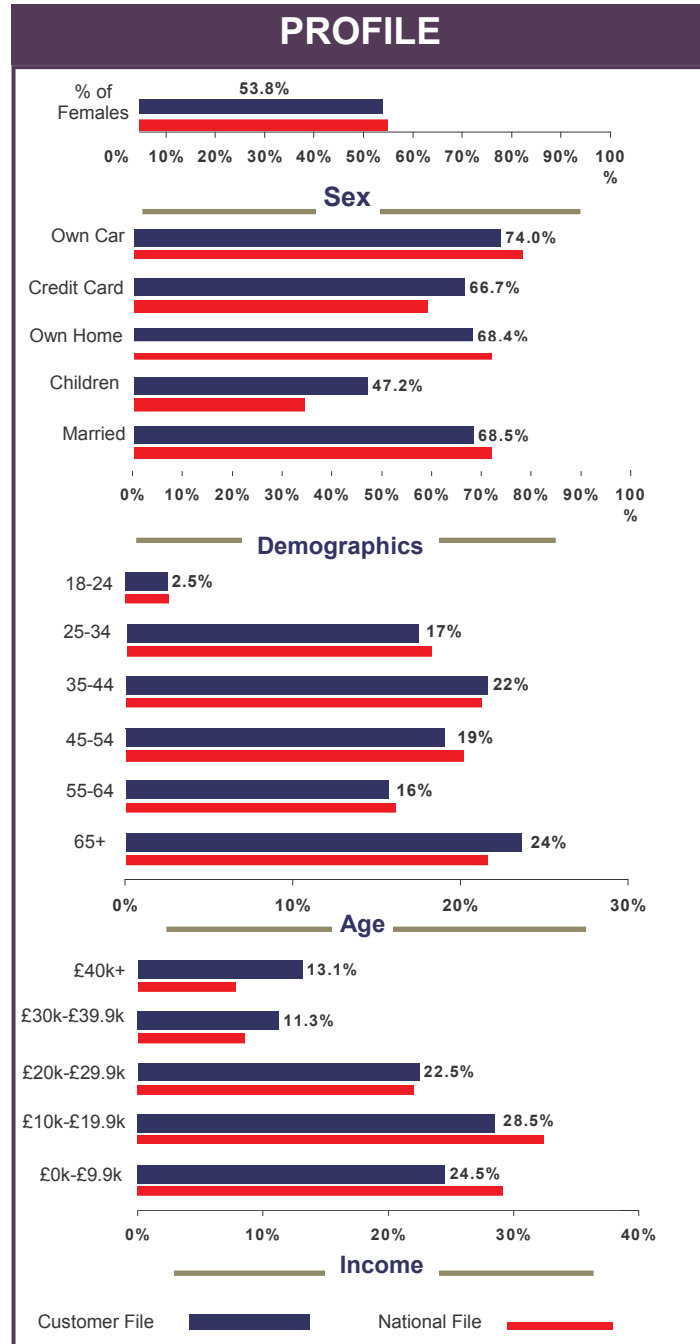
Traveller Analysis

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

- Gardening
- Bingo
- Cooking
- Charities
- Collectables
- Books
- Eating out
- Shopping



A file that because of its versatility and select-ability is likely to be popular with all sectors of the travel industry including tour operators, cruise lines, travel insurance companies and tourist boards.



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



**LIST RATES & ORDERING INFORMATION
SUN-FUN**

RATE & VOLUME	Prices per 1000 Ex VAT
• 0-12 Months	£115.00
• 13-24 Months	£100.00
• AcceleRATE per 100,000 records	£9,775
SELECTIONS	
• Holiday Destination Taken	£10.00
• Holiday Destination Considered	£10.00
• Holiday Type	£10.00
• Business Flyers	£10.00
• Age Band	£10.00
• Gender	£10.00
• Income Band	£10.00
• Marital Status	£10.00
• Presence of Children	£10.00
• Home Ownership	£10.00
• 1 in N	Free of Charge
PRODUCTION CHARGES	
• Run on charge	£10.00/'000
• Email	£30.00 per order
• Diskette	£25.00 per order
• Iomega Zip Disk	£25.00 per order
• FTP	£20.00 per order
• DAT 8 (4mm)	£25.00 per order
• Delivery – 5 working days	£40.00 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
- MPS Screened every 90 days
- List owner warranty no. applied for
- 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

Updated 18/10/2006

