



*The Writers Bureau*

Total Names: 76,256



[www.writersbureau.com](http://www.writersbureau.com)

**Background**

The Writers Bureau runs a comprehensive correspondence course covering every aspect of fiction and non fiction writing. The 140,000 word course is written by professional writers and has been acclaimed by experts. The course value amounts to £250.00. The Writers Bureau recruit using direct response methods. These include Direct Mail and advertisements in quality national press and magazines.

**List Characteristics**

- Mail order responsive people
- A constantly growing file
- Target up-market buyers
- 100% post-coded
- MPS cleaned

**Profile**

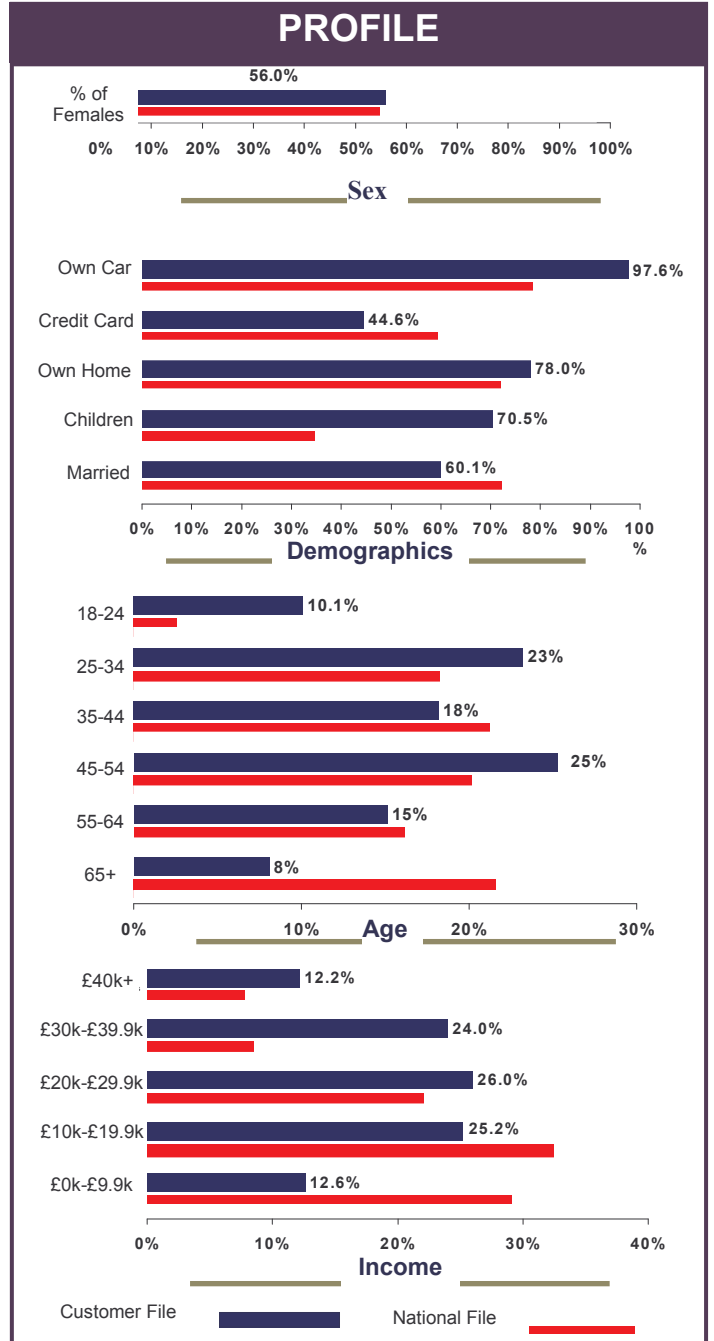
A high proportion are professional/senior managers or retired and are affluent ABC1's.

**Lifestyle Analysis**

Utilising detailed profiling and analysis techniques we are able to determine high lifestyle scores in:

- Books
- Family
- Personal computing
- Further education
- Watching Films/Videos
- Gardening
- Music
- Cultural/Theatre/Arts
- Eating Out
- Foreign Travel

Excellent opportunities to recruit upmarket keen mail order buyers.



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

## The Writers Bureau

### RATE & VOLUME

- Buyers
- Enquirers
- AcceleRATE per 5,902 records

### Prices per 1000 Ex VAT

£90.00  
£70.00  
£451.00

### SELECTIONS

- Title/Prefix
- Recency
- Geographic
- 1 in N
- FIND (Financial Indicator)

£5.00  
£5.00  
£5.00  
Free of Charge  
£15.00

### PRODUCTION CHARGES

- Run on charge
- Key code – 7 digit alpha/numeric
- EMAIL
- Diskette
- Magnetic tape – IBM compatible, 9  
Track EBDIC 1600 BPI fixed records
- Delivery – 5 working days

£7.50  
£2.00  
£30.00 per order  
£20.00 per order  
£20.00 per tape  
£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 no. Held
- 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**

**CERTIFIED SCREENED AND CLEANED USING:**

