

**Total Names: 11,156**  
**0-12 Months: 6,928**



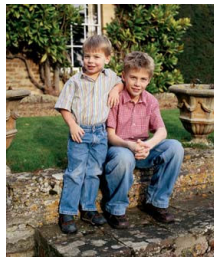
**TRI-DIRECT**  
**S A L E S**

# TINY TYRWHITT

[www.ctshirts.co.uk](http://www.ctshirts.co.uk)

## Background

Since Charles Tyrwhitt was founded in 1986, they have grown to become well renowned for producing shirts of the highest quality for men and woman of today and now for the first time children too. Until now shirts and accessories have only been made for their 'bigger' customers but at last there is now a tiny range of shirts for 'tiny' customers. This file represents yet another great opportunity to target affluent mail order buyers.



## Key Characteristics

- MPS Screened
- File Continually Updated
- Mail Order Responsive
- Fully Post-coded
- Affluent ABC1 's

## Profile

Predominately affluent females. Homeowners aged mostly between 24 –55 years who are mail order buyers, credit card users and enjoy fashion with high levels of disposable income.

## Lifestyle Analysis

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

- Shopping by catalogue
- Keep fit
- Eating out
- Fashion
- Beauty products
- Music
- TravelWine

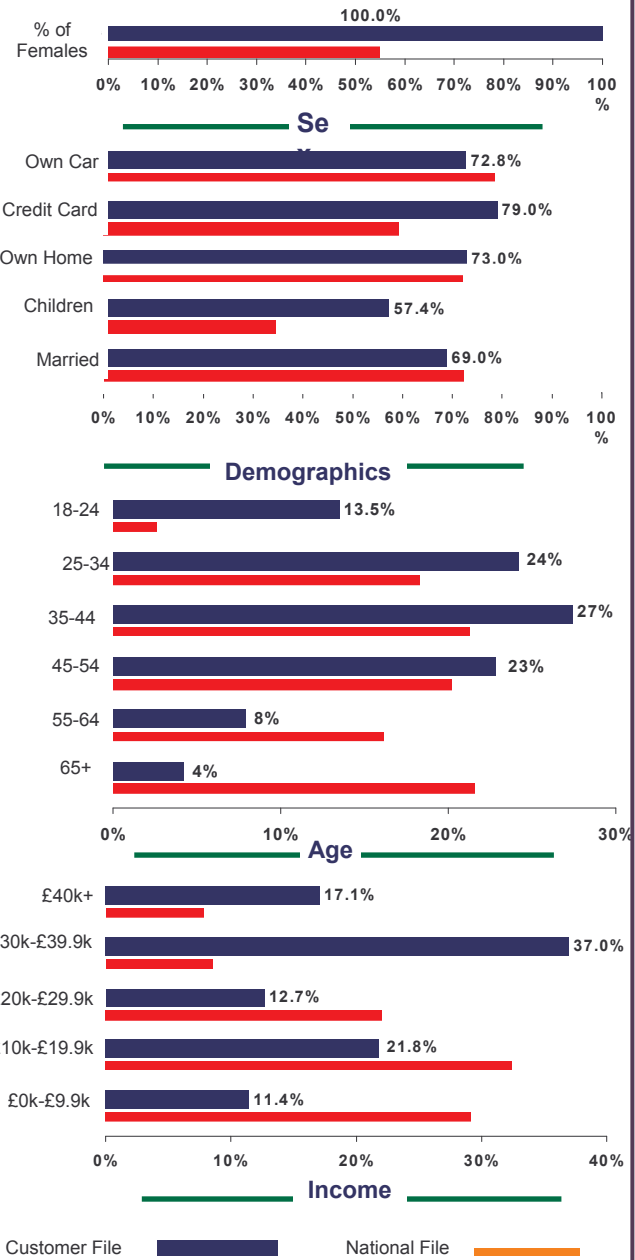


**A quality file that is sure to give superb results for a majority of campaigns. A must for your next mailing.**



Winner of 5 Categories

## PROFILE



**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**  
**Tiny Tyrwhitt**

**RATE & VOLUME**

- Buyers
- Charity Rate
- AcceleRATE per 3,944 records

**Prices per 1000 Ex VAT**

£140.00  
£10.00 Discount  
£469.00

**SELECTIONS**

- Title/Prefix
- Payment Method
- Geographic
- Mail sort
- Multi-buyers
- 1 in N

£7.00  
£7.00  
£7.00  
£7.00  
£7.50  
Free of Charge

**PRODUCTION CHARGES**

- Run on charge
- Email
- CDROM
- Disk
- Key code—7 digit alpha numeric
- Delivery – 5 working days

£10.00/000  
£30.00 per order  
£25.00 per order  
£20.00 per order  
£2.00/000  
£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
- MPS Screened every 90 days
- List owner warranty no. 160933
- 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

**Updated 23/01/2007**