

*UK Lifestyle*

**Total Names: 15,000,000**  
**0-12 months: 15,000,000**



**Background**

*This unique lifestyle data has been collected by overlaying syndicated live customer data from a range of various trading companies including financial and mail order companies. Lifestyle attributes are then merged with the UK residents database and the electoral roll to provide an exceptional lifestyle/geo-demographic product.*

**List Characteristics**

- 100% fully post-coded
- Gone aways removed
- File constantly updated
- Highly selectable
- MPS cleaned

**Profile**

A near even split of males & females, predominately aged 25-44, the majority of which are married, own their homes, have a car and earn in excess of £15,000.

**Selections Available**

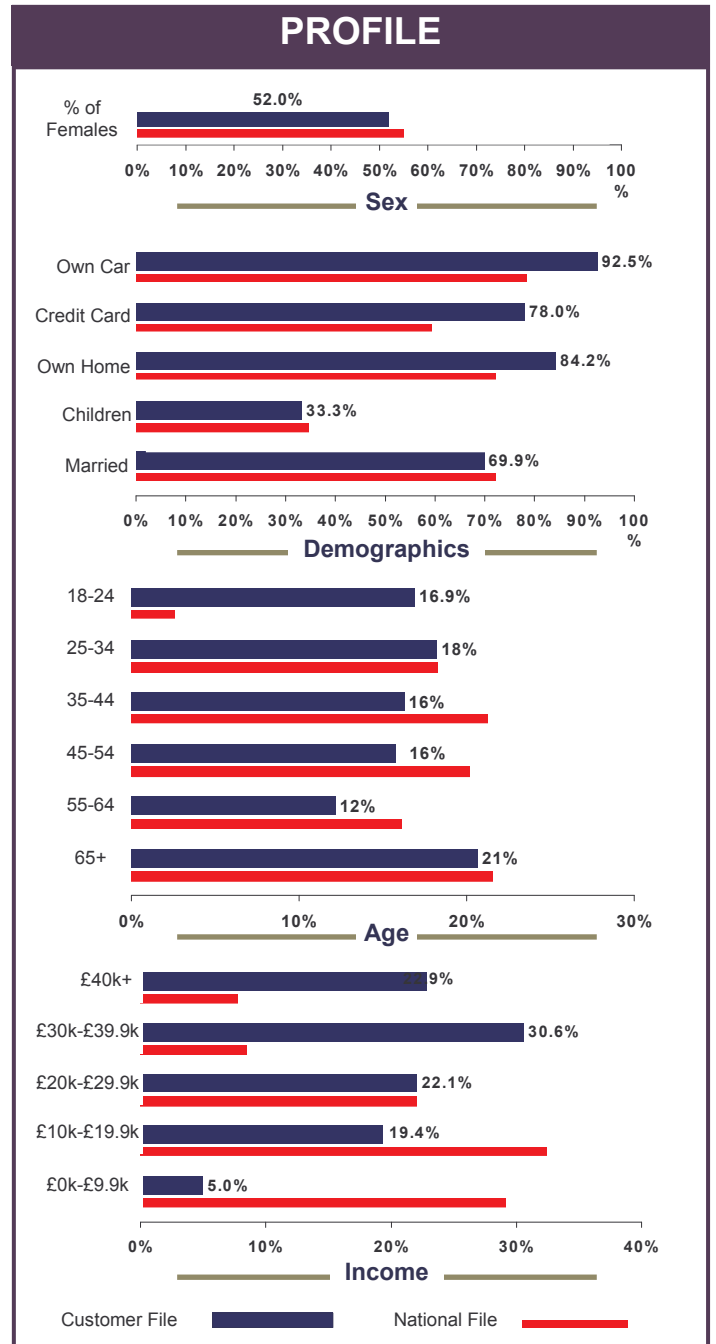
Gender	D.O.B.	Occupation
Income	Marital Status	Geographic
Demographic	Holidays	Investments
Credit cards	Cars	Newspaper Readership
Children	Childrens D.O.B.	Mail Order Responsivness

**Please call for details on selections**

This unique database offers mass market coverage whilst providing the highest levels of targeting to provide and deliver optimum response levels.



To find out how your list can benefit from being part of this syndicate of data suppliers call Steve Reid



**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

### UK Lifestyle

#### RATE & VOLUME

- |                                  | Prices per 1000 Ex VAT           |
|----------------------------------|----------------------------------|
| • Volume 15,000,000              | £120.00 single user data license |
| • AcceleRATE per 100,000 records | £10,200                          |

#### • **SELECTIONS: 4 Selections included in single user data license charge:**

Gender, Geographic, Head of Household, Household Composition, Neighbors & Prospects, Investor Overlay, Income Overlay, 1 in N.

#### • **Each additional selection charged at £5.00 per 1000:**

Holidays Taken, Holiday Value, Newspaper Readership, D.O.B. Recency, Investments, Investment Value, Marital Status, Occupation, Actual Annual Income, Family, Child's D.O.B. Credit Cards, mail Order Buyers (both single and multi available), Car ownership.

#### PRODUCTION CHARGES

- |  |                   |
|--|-------------------|
| • Run on charge  | £10.00            |
| • Key-code – 7 digit alpha/numeric                                     | £2.00             |
| • Self adhesive labels   | (on request)      |
| • EMAIL  | £30.00 per order  |
| • Magnetic tape – IBM compatible, 9 Track EBDIC 1600 BPI fixed records | £30.00 per tape   |
| • Delivery – 5 working days  | £35.00 per order  |
| • Chaid Profiling (free on all orders of 50,000 records or more)       | £750 (on request) |

### GENERAL

- Minimum order 20,000 records
- Net names on 50,000 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 before each order
- List owner warranty no. 00242
- 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 prices prior to placing an order.

**Updated 18/10/2006**