



**Total Names: 2,233,641**  
**0-12 months: 2,233,641**

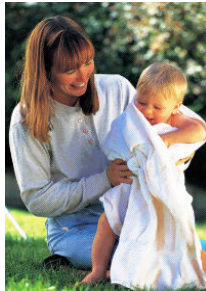


**Background**

UK@HOME is a compiled database of families throughout the UK. The list represents an excellent opportunity to target a broad base of consumers that have families. This is a diverse database and should suit any advertiser from fashion to FMCG.

**Key Characteristics**

- MPS Screened
- File Continually Updated
- Mail Order Responsive
- Fully Post-coded
- Highly Selectable



**Profile**

Predominantly female, aged 18-44 years who are mail order buyers, homeowners with children.

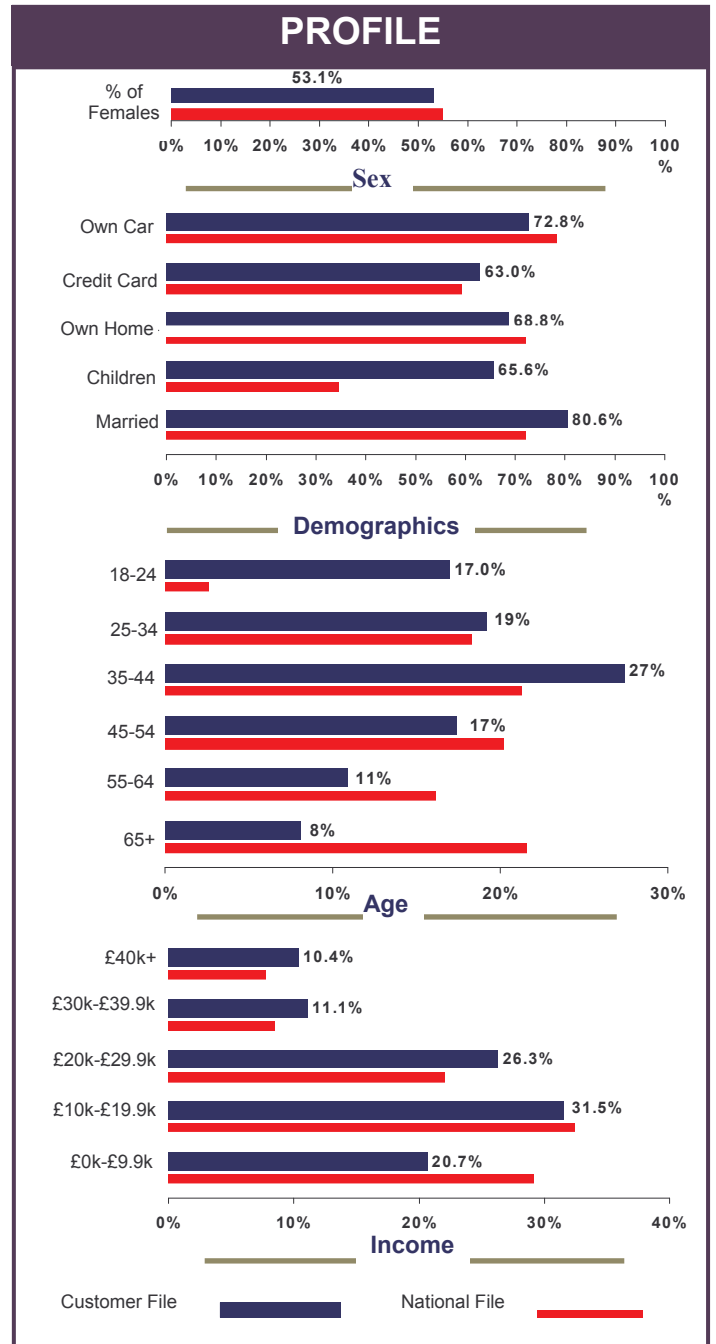
**Lifestyle Analysis**

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

- Shopping by catalogue
- Keep fit
- Cooking
- Fashion
- Beauty products
- Collectables
- Gardening
- Eating out



**A file that is surely to work for a wide variety of offers including holidays, financial offers, gifts, book & music clubs, charities and fashion. A must for your next test schedule.**



**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@HOME

### RATE & VOLUME

- 0-12 Months
- AcceleRATE per 100,000 records

### Prices per 1000 Ex VAT

£100.00  
£8,500

### SELECTIONS

- Occupation
- Date of Birth
- PC Ownership
- Marital Status
- Car data i.e Make or Model
- Geographic
- Credit Card
- Gender
- Mail Order Buyer
- Hobbies and Interests
- Presence of Children
- 1 in N

£15.00  
£15.00  
£15.00  
£10.00  
£15.00  
£10.00  
£10.00  
£10.00  
£15.00  
£10.00  
£15.00  
Free of Charge

### PRODUCTION CHARGES

- Run on charge
- Email
- Diskette
- Iomega Zip Disk
- FTP
- DAT 8 (4mm)
- Delivery – 5 working days

£10.00/'000  
£30.00 per order  
£25.00 per order  
£25.00 per order  
£20.00 per order  
£25.00 per order  
£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 28 days
- List owner warranty no. applied for
- 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 18/10/2006**