

Total Names:
0-12 months:

679,000
679,000



TRI-DIRECT
S A L E S

ULTIMA

Background

ULTIMA is a unique database that is derived from a broad-base of UK consumers and is available exclusively via Tri-Direct Sales. The consumers on the file have a higher than average propensity to shop via mail order and are also technology savvy. The list has high volumes as well as a vast array of selections to choose from ensuring advertisers who are looking to target mail order responsive and economically active individuals have the ultimate data for their campaign.

List Characteristics

- 55% Female
- Wide range of income levels
- Receptive to direct mail
- Continual file growth
- 100% post-coded



Profile

The profile of the list delivers a wide range of consumers who are predominately female, use the internet regularly, shop by mail order and donate to charity. The individuals on the file typically have a household income up to £30,000 and are likely to read popular and mid market newspapers.

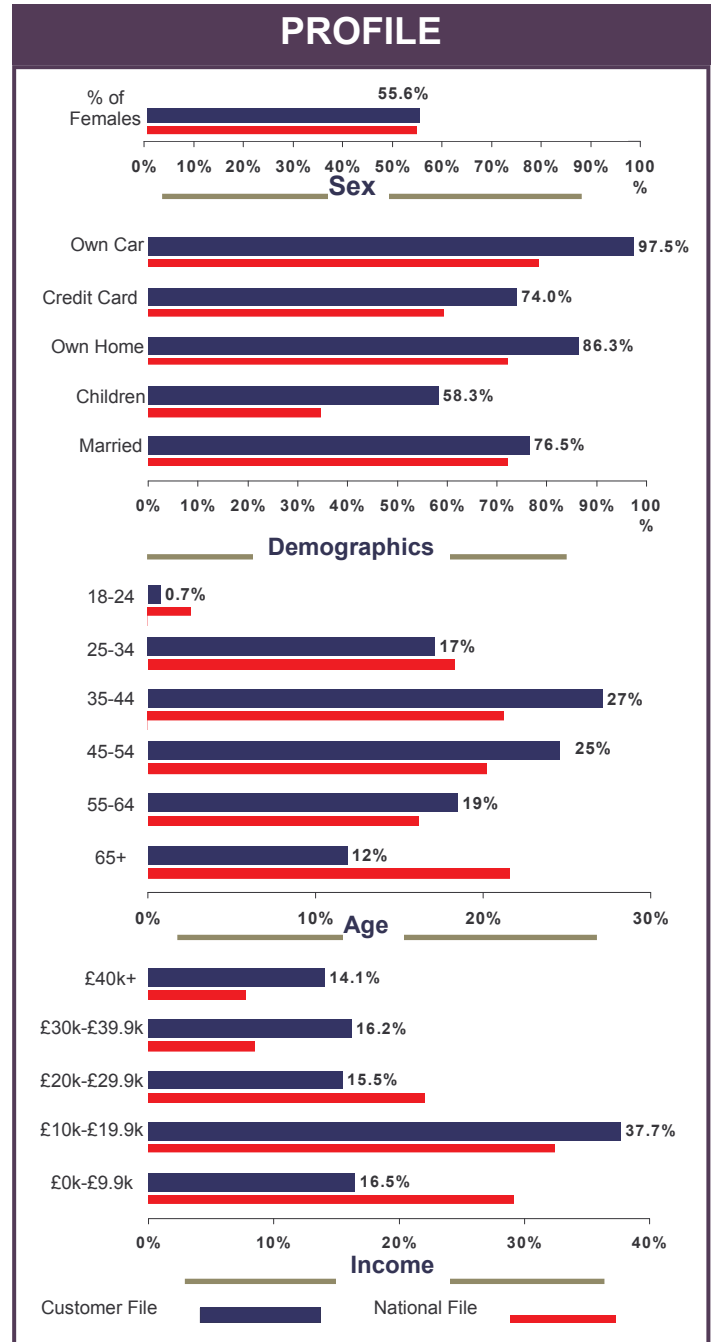
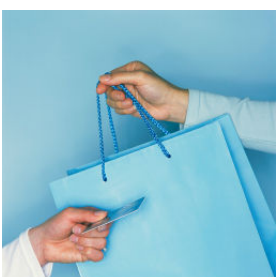
Lifestyle Analysis

Utilising detailed and analysis techniques we are able to determine high life style scores in:

- Shopping
- Sports
- Technology
- Charities
- Finance
- Foreign travel
- Music
- Books
- Gardening
- Eating out
- Fashion Clothing



A versatile list that offers a good deal of selectability with superb rollout potential. Ensure you talk to us about your next test schedule.



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



LIST RATES & ORDERING INFORMATION

ULTIMA

RATE & VOLUME

	Prices per 1000 Ex VAT
• 0-12 Months	£120.00
• 13 –24 Months	£100.00
• 25 –36 Months	£80.00
• AcceleRATE per 100,00 records	£10,200

SELECTIONS

• Title/Prefix	£5.00
• Marital Status	£10.00
• Daily Newspaper Readership	£10.00
• Sunday Newspaper Readership	£10.00
• Hobbies & Interests	£10.00
• Household Income	£10.00
• Home Ownership	£10.00
• Internet Access/PC Owner	£10.00
• Mail Order Buyer	£10.00
• Charity Donor	£10.00
• Geographic	£10.00
• Mail sort	£10.00
• 1 in N	Free of Charge

PRODUCTION CHARGES

• Run on charge	£8.00
• Key code – 7 digit alpha/numeric	£2.00
• EMAIL	£30.00 per order
• Diskette	£20.00 per order
• Delivery – 2 working days	£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. 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 information is correct at time of print, please contact our sales team to confirm rates prior to placing an order.

Updated 18/10/2006