



UK - Direct Mail Promotion *Shoppers & Responders*

This database consists of individuals who positively respond to direct marketing promotions, purchasing from an exhaustive array of consumer products and services, offered via mail, e-mail, telephone and fax.

Sourced from direct mail / response.

SEGMENTS

21,853	Mailing List	\$190/M
12,020	Telemarketing List	\$190/M
7,234	Fax List	\$190/M
Please inquire	Email List ***	\$190/M

GEOGRAPHY

United Kingdom

MINIMUM ORDER

Quantity: 5,000

METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*
Floppy disc 15.00/F each
CD-ROM 50.00/F each
Labels 15.00 / M
Courier charges: at cost, Key Coding available

RECOMMENDED USAGE

Business and consumer publications, insurance, investments, credit cards, seminars, videos, computer software/hardware, travel, consumer catalogs and telecommunications equipment.

SELECTS

Zip/Postal Code, Job Function / Title, SIC, Monthly Income, Gender, Language, Recency 0-9, 10-15 month, Address: private / business
Category of DM Promotion / Offer

All Selects: *FREE of charge*

UPDATE FREQUENCY

Every 3 months. Guaranteed 92% deliverable. Refund limited to postage refunded up to minimum bulk rate on undeliverable mail in excess of 8%.

DELIVERY

2 business days after receipt of payment

COMMISSION

Broker: 20%
Agency: 15%

UNIT OF SALE

\$50 - \$ 4,000

SAMPLE REQUIRED



Individuals shopped for and/or responded positively to offers for:

Conferences
Daily / weekly Newspapers
Donations to charity organizations
Fashion accessories
General Financial Issues (savings, stock market)
Health and beauty products
Insurance
Investment
IT products hardware / software
Jewelry (necklaces, bracelets, rings, earrings)
Literature
Lotteries and Sweepstakes
Memberships associations and clubs
Newsletters
Periodicals
Seminars
Tickets for cultural and sport events
Travel or holiday packages (business & pleasure)
Workshops

Business addresses are selectable by Job Title

Chairman, President, Managing Director, Vice President
COO, CFO, CIO, Director, Vice President
General Manager, Senior Executive
Professional

These executives and professionals have been standardized on the American model for selection purposes while actual title is provided on the mailing record.

Business addresses are selectable by SIC Codes

Agriculture (0100-0999)
Mining (1000-1499)
Construction (1500-1999)
Manufacturing (2000-3999)
Transportation (40-4799, 49-4999)
Wholesale (5000-5299)
Retail (5300-5899)
Financial (60-6299, 66-6999)
Real estate (6500-6599)
Bus. & Pro's (7000-8999)
Government (9000-98999)
Miscellaneous (9900-9999)

*** All processing must be conducted by the list owner . Transmission report will be supplied after Email blast.
Mailers suppression files will be used free of charge.