

# The Comprehensive Directors At Home Database



**Total File Size: 2.1 million**

**Cost per '000: £155-£275**

Email and postal names available

Finance & Publishing

This file is co-managed with MarketScan

## Background

In conjunction with 'The Complete Business to Business megabase', this file enables you to target over two million directors at home addresses.

Company Directors are widely recognised as the most wealthy and decisive individuals in the UK. Along with strong family values in areas of education and welfare, these names are financially astute, high net worth individuals with commitment to loans and credit cards.

As well as being able to reach directors at home, you can select by age, gender, executive function and certain demographic information, for example educational qualifications. There are also telephone numbers available.

This extensive list of affluent decision makers would be suitable for financial, charity, leisure and telecommunications offers and promotions.

## File Breakdown

Postal	2.1 million
Email	350,000

## Profile

- 70% male, 30% female
- Average age on this file is 48
- Likely to have an income in excess of £50,000
- The majority of the file read the Daily Mail or Telegraph
- Golf, cuisine & National Heritage interests are dominant
- Most individuals have investments
- **Full profile information available upon request**

## Selection Available

Phone Number	£140 per '000
Geographic	No charge
Age	£10 per '000
Gender	£10 per '000
Date of Birth	£35 per '000
Executive Function	£25 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts ( <b>guaranteed within 24 hours</b> )	No charge

## Source

- Companies House

...Please turn over for further information

**Data correct as of October 2008**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

Or telephone **+44 (0)20 7484 8686** List warranty number: 000963



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MARKETING DIRECT  
No. 1 List Manager



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## Example



### List Rental Rates (per '000)

Single use – name and address	£155
12 Months Lease (unlimited use)	£275
Email (plus £100 flat set-up cost)	£215
Charity Discount on Base Rental	up to 20%
<a href="#">List Broker Commission to DMA Members</a>	up to 20%

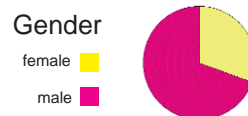
### Production/Delivery Costs

Extraction and delivery	£50
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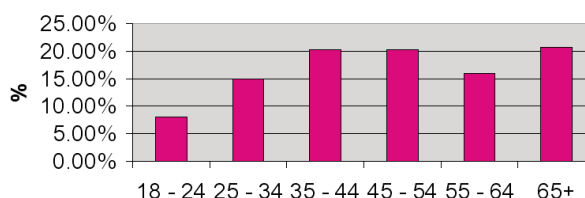
### Useful Info

- Data is all 0-12 months
- This file is updated continually
- This file has been seeded
- This file has been MPS cleaned

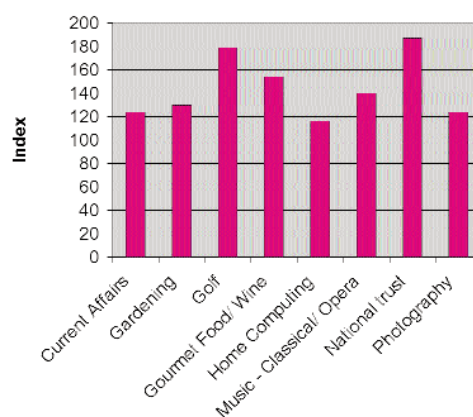
## Illustrated Profile



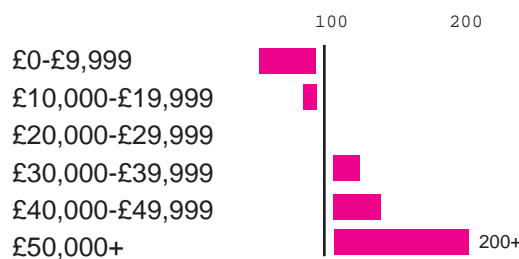
Age



Hobbies & Interests



Affluence Indicators



### Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request



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