

Total File Size: 169,500

Cost per '000: £100

Health & Mail Order

Background

The names on this file have all bought a computer course for novices. They have responded to advertisements in national newspapers and various lifestyle magazines. Advertised media includes *The Times*, *Daily Telegraph*, *The Express*, *Daily Mail* and *The Independent*. The course comes as a manual and has an average cost of £17.

All the names have a recency of 0-24 months. This list is made up of mail order buyers who are aged 40+. These people are eager to learn more about the potential of the computer world, so would be ideal for internet promotions, technology publication offers, as well as financial products and home business opportunities.

File Breakdown

0-12 Month Buyers 40,000

Profile

- 55% male, 45% female
- 40,000 0-12 month buyers
- 84% aged 34+
- 48% have an income of £10,000-£30,000
- More likely to read the Telegraph, Mail and the Express
- 78% are home owners, 70% own a car
- Interests include winter breaks, classical music, National Charity, current affairs and golf
- **Full profile information available upon request**

Selection Available

Multibuyers	£50 per '000
Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

Source

- Off-the-page advertising
- Direct mail
- Inserts

...Please turn over for further information

Data correct as of October 2008

For the latest counts, check out our website at: www.listlab.com

Or telephone +44 (0)20 7484 8686 List warranty number: 002256, 002283



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Beginners Computer Course Mail-Order Buyers

Windsor Products

Example



List Rental Rates (per '000)

Buyers	£100
Charity Discount Available	
Inserts available on approval	
List Broker Commission to DMA Members	up to 20%

Production/Delivery Costs

Email	£40
Disk	£40
Self-Adhesive Labels	£10 per '000
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£40
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

Useful Info

- This file is updated on a monthly basis
- This list has been seeded
- This file has been MPS cleaned
- This file is not exclusively managed by *Listlab*

Illustrated Profile

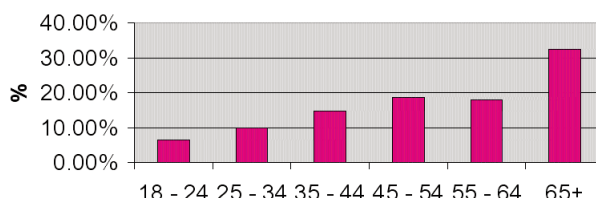
Gender

female

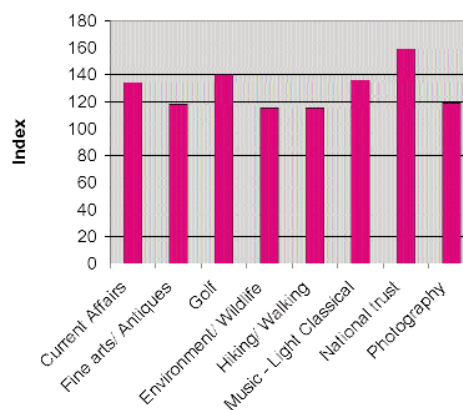
male



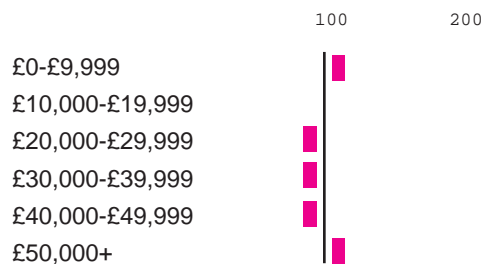
Age



Hobbies & Interests



Affluence Indicators



Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- 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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