

Total File Size: 38,000,000

Cost per '000: £130

Factual Data

Background

This unique database is one of the largest data pools in the UK. The datapool consists of 83 syndicate members who have contributed to the Gold File. In return for obtaining free data cleaning and bureau facilities Alchemy Direct Media have the exclusive rights to sell syndicate members data to third parties.

It is important to stress that all data contained in the file is factual and none of the lifestyle suppliers have contributed to the Gold File. Syndicate members originate from the following sectors: mail order, charity, financial, leisure and retail.

In addition to the data supplied from the syndicate members the Gold File includes Directors at Home Address, Investors in the FSTE 500 and a further 260 share registers. Further sources include Estate Agents and credit data from local county courts.

The Gold file is held on a single platform enabling ADM to combine selections from each of the core contributors and thus create a highly targeted and responsive data set. Customer database profiling is available upon request.

File Breakdown

Postal File	38,000,000
Telephone Numbers	On request
Email Address	On request

Selection Available - over 300 available

Gender
Date of birth
Income
Children
Pets
Mail order status
Charitable giving
Property type/ value
Holidays & travel
Investments
Directors
Financial profile
New movers
Interests
Sports interests
Newspaper readership
Competitions (bingo, lottery, scratch cards)
Cooking
Cars
Books
Music
Hobbies
Health (vitamins, supplements)
Fitness

Source

83 syndicate members have contributed to the Gold File. Originality of syndicate members by sector:

- Mail Order
- Charity
- Financial
- Leisure
- Retail
- Response Generated

For more information on the syndicate members, please ask for details.

For a full list of selections, please ask for details

...Please turn over for further information

Data correct as of July 2008

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

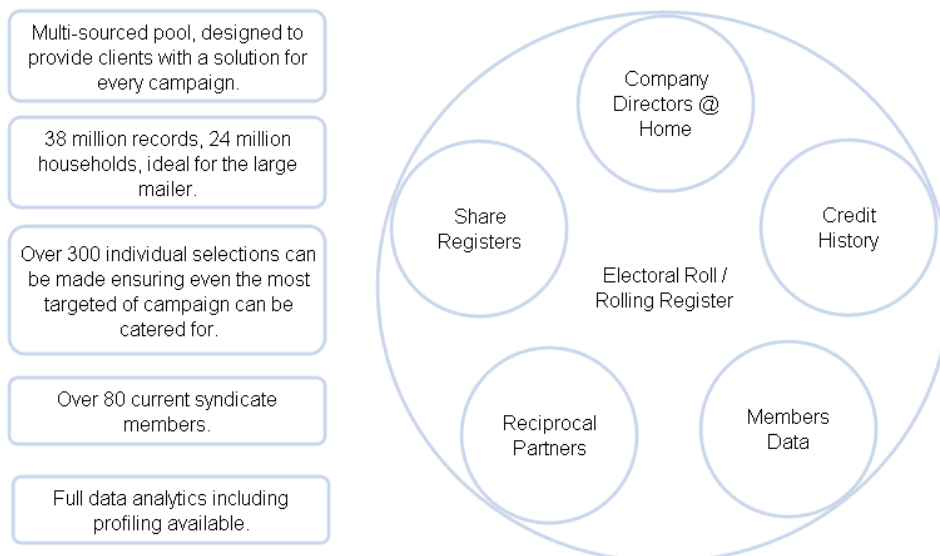
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Example



List Rental Rates (per '000)

Postal address	£130
Telephone numbers	£130
Email address	additional £165 per '000
Selections	from £10 per '000
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

Production/Delivery Costs

Email	£35
Run-on Charge	£10 per '000
Delivery (UK)	£30

Useful Info

- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS & TPS cleaned
- Data cleansed against all major deceased and goneaway suppression files

Restrictions

- Sample mail piece submitted for approval
- Minimum order value £1000
- One-time usage unless agreed
- 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