



TARGETING



DATA



DIRECT SALES

July 2009

Purely Creative



Quantity/Price

0-12m UK Entrants	103,683	DM	110/1.000
0-24m ROI Entrants	137,263	DM	130/1.000
0-12m UK Telephone Numbers	82,631	TM	125/1.000

Profile

This file consists of responders to premium rate promotions in the UK & ROI distributed through over 300 million inserts via consumer magazines and national and regional press every year.

This list provides a great opportunity to target impulsive mail order responsive and telephone friendly consumers with proven willingness to spend money via these mediums.

The promotions offer entrants the chance to win a range of quality prizes with values of up to £1,000,000. In order to encourage participation, design formats and game mechanics are changed on a frequent basis.

Approximately 25,000 names are added to the consumer databases per month.

Individuals' hobbies include entering competitions, crosswords, gardening and cooking and entrants also take package holidays and enjoy reading, DIY and gardening.

Promotional respondent's data works well for most mail order offers and especially financial services, fashion, music and book clubs.

Selections

Telephone Numbers	15/1000
Email addresses	15/1000
Gender:	10/1000
Geography:	10/1000
Recency	10/1000
Date of Birth:	15/1000

Delivery

Email: 50
 Delivery Time: 3-5 working days
 Minimum amount: 5,000

Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (dedupe report must be received within 3 months of delivery date) All prices in Pounds (£).

Conditions

- List supplied for one off use. List is seeded to ensure detection of unauthorised use.
- Minimum order 5,000
- Prices are exclusive of VAT and delivery
- Mail date & mailing piece required before approval can be given on all mailings

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