

RATE CARD

BASE RENTAL £110/000

SELECTIONS

Mobile Phone Number £70/000
Telephone Number £40/000
Broadband/Internet Provider £40/000
Insurance £40/000
Private Medical Insurance £25/000
All others £10/000

EMAIL ADDRESSES

Inclusive of 3 standard selections £150/000

PROFILING

£110/000 base +£50/000 selections

- 30,000 consumer records required from the client
- 30,000 record minimum commitment

REMAIL RATE

75% of list rental

PRODUCTION & DELIVERY

Keycoding £5/000
Appending £10/000

Delivery of data by the following;
CD/DVD £75
Email £50
FTP/SFTP £50

Delivery within the UK inclusive of the Production & Delivery charge. Other by arrangement.



Postal Data



Email Data



Mobile Data



Telephone Data

NETT NAMES

- Available on 20,000+ records
- Actual volume mailed must be confirmed within three months of the order being delivered, otherwise the remaining payment will be claimed

Run on £10/000

EMAIL BROADCAST

£250 Set up fee +£20/000 Broadcast

COMMISSION

Broker 20% Agency 10%

MINIMUM ORDER

5,000 records or £500 order value excluding VAT

APPROVAL

All orders subject to initial approval, including submission of creative.

CONSUMERSKETCH
pure information



Give Consumersketch a call for accurate data on 10 million active consumers.

SELECTIONS & RATE CARD

Consumersketch is a leading provider of data to the direct marketing industry.

Our data is compiled from comprehensive paper-based, telephone and online surveys. Information is gathered from questionnaires recently completed by actively spending individuals and used to create a unique database delivering an accurate overview of the UK population; their hobbies, interests, spending patterns and lifestyle.

The information offered by the consumer details their lifestyle and personality, providing a clear picture of all tastes, budgets and activities for more accurate targeted marketing. How you choose to communicate with your target market is easy, select from traditional direct mail, SMS, email or tele-marketing.

Please see our selections overleaf to help identify the target market you wish to approach with your products or services.

Once identified, please refer to the rate card for our current prices.

For more information or if you have a query, please do not hesitate to call: 0113 246 0610.



Postal Data



Email Data



Mobile Data



Telephone Data

SELECTIONS

CONTACT DETAILS

Full Postal Address
E-mail Address
Landline Number

Mobile

Mobile Number
Mobile Network
Have Mobile Phone
Take Mobile on holiday

DEMOGRAPHIC

Gender

Female
Male

Status

Divorced
Living with Partner
Married
Single
Widowed

Age

Adults Aged 18 years +
Dates of Birth
Age Bands available
Childrens Ages

Income

Up to £10k
£11-15k
£16-20k
£21-25k
£26-30k
£31-35k
£36-40k
£41-50k
£51-60k
£61-70k
£71-80k
£81k+

Geographic

England & Wales
Scotland
N. Ireland
Eire

Home Ownership

Own Home – Mortgage
Own Home – No Mortgage
Live with Parents
Renting Private/Council

Type of Home Lived In

Bungalow
Detached
Flat
Maisonette
Semi-Detached
Terraced
Length of Residency

Occupation

Craftsmen/Tradesmen
Education/Medical
Homemaker
Manual Worker
Mid-Management
Office/Clerical
Professional
Retired
Self Employed
Shop Worker
Snr Manager/Professional
Student

Credit Cards

Amex/Diners
Cheque Guarantee/Debit Card
Store/Petrol Cards
Travellers Cheques
Visa/Mastercard

Insurance

Home Buildings Jan-Dec
Home Contents Jan-Dec
Motor Jan-Dec
Travel Insurance
Private Medical Insurance

TRAVEL

Fly on Business

Frequency

Leisure Travel

Expenditure

Destinations

Africa
Asia
Australasia
Europe
Middle East
N. America
S. America

Long Haul
Medium Haul
Short Haul

Leisure Interest

Activity/Sport
Cruise
Culture/Sightseeing
Short/City Break
Ski/Snowboard
Summer
Villa
Winter
Winter Beach

MEDIA

Magazine Readership

Activity
Beauty
Comics
Computing
Education
Fashion
Finance & Investments
Gardening
Health
Hobbies

House & Home

Mens
Motoring
Music
News
Sport
Subscription Magazines
TV
Women's

Newspaper Readership

Daily Express
Daily Mail
Daily Mirror
Daily Record
Daily Star
Daily Telegraph
The Guardian
The Independent
The Observer
The Sun
The Times
Evening Standard
Financial Times
Paid Local
Free Local
Other Daily Newspapers
News of the World
Sunday Express
Sunday Mail
Scottish Mail
Sunday Mirror
Sunday People
Sunday Post
Sunday Sport
Sunday Telegraph
Sunday Times
The Independent on Sunday

HOBBIES & INTERESTS

Betting, Bingo & Prize Draws
Books & Reading
Caravanning & Camping
DIY
DVD & Films
Eating Out
Fashion & Clothing
Gardening
Gourmet Food & Wine
Health & Beauty
Investments & Finance
Keep Fit & Fitness
Motorbikes
Music/CDs/MP3 Downloads
Pets:
Cats
Dogs
Pubs & Clubs
Sightseeing & Heritage
Skiing & Snowboarding
Slimming
Sports:
Football
Golf
Rugby
Motorsport
Theatre & Arts
Walking & Hiking
Water Sports:
Sailing
Scuba Diving
Windsurfing
Wildlife

Charities

Animal/Pet
Arts
Blind
Cancer
Childrens
Church Local
Deaf
Disabled
Environmental
Heritage
Medical & Health
National Trust
Overseas/Third World
Servicemen
Welfare
Wildlife
Youth

Mail Order/ Online Buyers

Internet
Postal
Telephone

Computing

E-mail address
Have access to a PC
Have PC at Home

Internet

Broadband Provider
Internet Access
Purchase goods online
Purchase holidays online

Rate card overleaf ►

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www.consumersketch.co.uk

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