



# Developing Data



## DATA SHEET

# BRITAIN'S MILITARY OFFICERS

**FILE SIZE:**  
circa 6,200 RECORDS

### LIST PROFILE:

This is a database of mostly retired military officers and senior non commissioned officers taken from public domain registers and directories. Each record has rank appended and have been selected with the knowledge that retired military officers have fixed income retirements pension, generally those enjoying retirement from the military have taken part time jobs as they are mostly hard working and industrious types. High levels of disposable income make ex service officers prime targets for charity appeals, music and other high ticket products.

DPR No. PZ9844135

### SELECTIONS:

Gender  
Rank

### GEOGRAPHICAL SELECTIONS:

**Regional:**  
London  
South East  
(Within M25)  
Midlands  
Northern  
North West  
Scotland  
South West  
Wales  
Northern Ireland  
**Post Code**  
**Town**  
**County**

### GONE-AWAY POLICY:

All our mailing lists carry a 97.5% delivery guarantee. We will 3 times pro-rata refund their list rental/data-licensing fee, to customers, who in the unlikely event receive 'gone-aways' that are Royal Mail generated and provided back to DDL

### NET-NAME POLICY:

We give an 85% net on 20,000 plus records. There are no run-on charges



### FOR FURTHER INFORMATION PLEASE CONTACT:

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### DATA LICENSING – MULTIPLE USE

Licensing data enables unlimited use of the data for the period of the licence

12 MONTHS USE.....	£400
6 MONTHS USE.....	£300
3 MONTHS USE.....	£200

### LIST PURCHASE

Data Purchase for your own personal unlimited use.

Purchase cost..... £2.00 per record

### AGENCY COMMISSION

List brokers 30%  
Agents % Negotiable

### PRICE INFORMATION:

Prices shown per thousand records unless indicated

### LIST RENTAL:

One off List Rental Only.....	£110
One off List Rental & Telemarketing.....	£170
2 x List Rental Only.....	£140
2 x List Rental & Telemarketing.....	£180

### FORMAT & DELIVERY:

Format & Delivery via email UK.....	£25
Format & Delivery via email O/S.....	£35

SELECTIONS..... £5

MINIMUM ORDER..... £300

