



# Developing Data



## DATA SHEET

# BRITAIN'S PROFESSIONALS AT HOME

FILE SIZE:  
240,000 RECORDS

### LIST PROFILE:

This is a database of named individuals at home address, collected from a number of sources placed in the public domain. Included in the information collected is date of qualification, which if used carefully provides age band allowing specialist products to be targeted towards those that understand, qualify and have a degree of disposable income commensurate with their chosen profession. All data has been verified against the most current edition of the electoral register.

Data Protection Registration PZ9844135, MPS,TPS,NSF,NCOA, Bereavement & Mortscreen cleaned prior to delivery

### SELECTIONS:

Age  
Place of Birth  
Gender  
Profession  
Telephone numbers

### 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

