



Developing Data

DATA SHEET

BRITAIN'S RICHEST MEN

FILE SIZE:
100,000 RECORDS

LIST PROFILE:

All investor data is taken from records held in what is known as "the public domain". For those not familiar with the term used it means, when investors buy or transfer shares they have the choice of registering the owners address with the registrar. Database providers can only find those that register at home address and not through nominee, this database pre selects those male investors with £100k or more in stocks and shares.

Data Protection Registration number PZ9844135, MPS, TPS, NSF, NCOA, Bereavement and Mortscreen cleaned prior to delivery.

SELECTIONS:

Number of Shares
Value of Investment
Dividend Quarter
Household Classification
Type of Stock
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

