



# Developing Data



## DATA SHEET

# PRIME OF LIFE

**FILE SIZE:**  
**150,000 RECORDS**

### LIST PROFILE:

It is a well-known fact that the UK is made up of some of the most wealthy 55 year plus, pre and retired consumers in Europe. In general age is associated with accumulated wealth and security, no other generation has been in a position to prepare for retirement like those that worked through the late 1950's 60's 70's and early 80's. All of this makes the 55 plus consumer a desirable target for direct marketing activity, this new database has been compiled to identify and provide access with direct marketing it's prime objective. DPR No. 9844135.

### SELECTIONS:

Age  
Gender  
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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Christmas Lane, High Halstow, Kent, ME3 8SN**

### DATA LICENSING – MULTIPLE USE

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

<b>12 MONTHS USE</b> .....	<b>£400</b>
<b>6 MONTHS USE</b> .....	<b>£300</b>
<b>3 MONTHS USE</b> .....	<b>£200</b>

### 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.....	<b>£110</b>
One off List Rental & Telemarketing .....	<b>£170</b>
2 x List Rental Only .....	<b>£140</b>
2 x List Rental & Telemarketing.....	<b>£180</b>

### FORMAT & DELIVERY:

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

**SELECTIONS** ..... **£5**

**MINIMUM ORDER** ..... **£300**

