



# Developing Data

## DATA SHEET

# BRITAIN'S TOP CONSUMERS

FILE SIZE:  
**2,100,000 RECORDS**

### LIST PROFILE:

This is a new file for 2010 made from in-depth research from large number definitive guides to the UK's most influential and wealthy residents. Having first decided who and why we needed to research our team set about finding background references to each person, such as how they came into money, their age, qualifications and value. If they fitted our select profile and even where issues of titled or stage named people were made we diligently researched real names and home address. This is a large and flexible file that will work well for most consumer promotions if correctly selected. Data Protection Registration number PZ9844135, MPS, TPS, deceased and moves are cleaned prior to delivery.

### SELECTIONS:

Age  
Gender  
Value  
Director  
Profession

### 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 DD.

### NET NAME POLICY:

N/A

### FOR FURTHER INFORMATION PLEASE CONTACT:

#### Peter Bealing:

Tel: +44 (0) 7900 698319  
Email: peter@developingdata.co.uk

#### Vic Godding:

Tel: +44 (0) 1634 250999  
Email: vic@developingdata.co.uk

#### Fax:

+44 (0)1634 251200

#### Website:

www.developingdata.co.uk

Developing Data, Garden Suite, Hollyberry,  
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

12 MONTHS USE..... £800  
6 MONTHS USE ..... £600  
3 MONTHS USE ..... £500

### LIST PURCHASE

Data Purchase for your own personal unlimited use.  
Purchase cost ..... £5.00 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..... £95  
2 x List Rental Only ..... £180

### FORMAT & DELIVERY:

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

### MINIMUM ORDER .....£250

