

# Beginners Computer Course Mail-Order Buyers



**Total File Size: 196,000**

**Cost per '000: £100**

Health & Mail Order

## Background

The names on this file have all bought a computer course for novices. They have responded to advertisements in national newspapers and various lifestyle magazines. Advertised media includes *The Times*, *Daily Telegraph*, *The Express*, *Daily Mail* and *The Independent*. The course comes as a manual and has an average cost of £17.

This list is made up of mail order buyers who are aged 50+. These people are eager to learn more about the potential of the computer world, so would be ideal for internet promotions, technology publication offers, as well as financial products and home business opportunities.

## File Breakdown

0-12 Month Buyers 49,000

## Profile

- 55% male, 45% female
- 49,000 0-12 month buyers
- 84% aged 50+
- 48% have an income of £10,000-£30,000
- More likely to read the Telegraph, Mail and the Express
- 78% are home owners, 70% own a car
- Interests include winter breaks, classical music, National Charity, current affairs and golf
- **Full profile information available upon request**

## Selection Available

Telephone Numbers	£55 per '000
Multibuyers	£50 per '000
Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts ( <b>guaranteed within 24 hours</b> )	No charge

## Source

- Off-the-page advertising
- Direct mail
- Inserts

...Please turn over for further information

**Data correct as of February 2010**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

Or telephone **+44 (0)20 7534 1760** List warranty number: 002256, 002283



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## Example



## Illustrated Profile

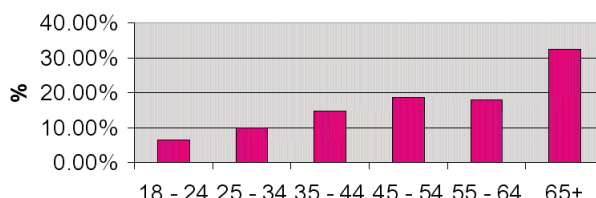
### Gender

female

male



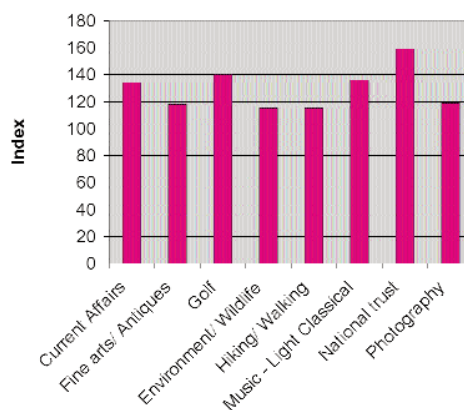
### Age



## List Rental Rates (per '000)

Buyers	£100
Telephone Numbers - additional	£55
Charity Discount Available	
Inserts available on approval	
List Broker Commission to DMA Members	up to 20%

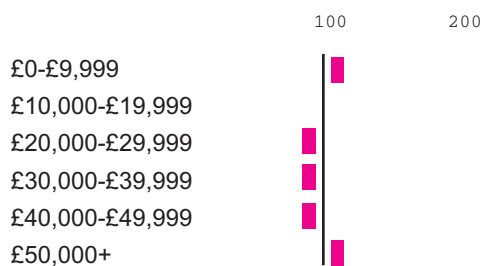
### Hobbies & Interests



## Production/Delivery Costs

Email	£50
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### Affluence Indicators



## Useful Info

- This file is updated on a monthly basis
- This list has been seeded
- This file has been MPS cleaned
- This file is not exclusively managed by *Listlab*

## Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request



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