

**Total File Size: 871,500**

**Cost per '000: £120**

Mail Order Travel

## Background

Names on this file have all purchased a 16-25 Railcard (formerly Young Persons Railcard). This is a discount card that enables those aged 16-25 to save one third on rail fares across Great Britain. Mature students (those aged over 26 years and in full time study) can also apply. The file is 100% selectable on date of birth as proof of age and identity are required when purchasing the Railcard. This is a notoriously difficult to reach slice of the population due to the nature of students moving habits.

The discount card costs £26 and is valid for one year. Buyers have been sourced in three ways: online, over the phone, or in person at a ticket office.

The profile is an even male/female split and 83% are aged 16-25. 52% live at home with their parents. Their interests include rock/pop music, following current fashions, holidays/travelling and surfing the internet. They tend to be spenders rather than savers and feel judged by the products they use.

## File Breakdown

Actives Holders .....	225,500
Actives Holders with email.....	167,000
Lapsed Holders.....	438,000
Lapsed Holders with email.....	41,000

## Profile

- 55% female, 45% male
- 83% aged 16-25
- 52% live at home with their parents
- Interests include rock/pop music, following current fashions, holidays/travelling and surfing the net

## Selection Available

Date of birth	£10 per '000
Geography	£10 per '000
Recency	£10 per '000
Gender	£10 per '000
Employment status	£10 per '000
Nth/Flagging	No charge
Named Individuals	No charge
Counts ( <b>guaranteed within 24 hours</b> )	No charge

## Source

- Online at [www.16-25railcard.co.uk](http://www.16-25railcard.co.uk)
- Telephone
- In person at a ticket office

...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**



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## Example



## List Rental Rates (per '000)

Actives	£120
Email	£120
Lapsed	£100
Charity Discount on Base Rental	up to 20%
List Broker Commission to DMA Members	up to 20%

## Production/Delivery Costs

Email	£50
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## Useful Info

- Check out their website at: [www.16-25railcard.co.uk](http://www.16-25railcard.co.uk)
- This file is updated every month
- This file has been seeded
- This file has been MPS cleaned

## 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



## Illustrated Profile

Gender

male

female

