

Total File Size: 367,500

Cost per '000: £120

Mail Order Travel

Background

This is a superb file which consists of individuals who have all purchased a Family & Friends Railcard (formerly Family Railcard). This discount card enables anyone travelling with children to get one third off adults' fares and 60% off children's fares across Great Britain. Up to four adults and four children (5-15 years old) can travel using one Family & Friends Railcard.

A Family & Friends Railcard costs £26 and is valid for one year. The average annual savings are £102. Buyers have been sourced in three ways: online, over the phone, or in person at a ticket office.

The profile is 69% female aged 25-54. They tend to be married with children living at home, attending primary school or secondary school. They are price conscious, actively looking for incentivised offers in the post. They are highly influenced by what their children want.

File Breakdown

Actives Holders	93,500
Actives Holders with email.....	25,000
Lapsed Holders.....	274,000
Lapsed Holders with email.....	43,000

Profile

- 69% female, 31% male
- Predominantly aged 25-54
- Married with children living at home, attending primary or secondary school

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 (guaranteed within 24 hours)	No charge

Source

- Online at www.familyandfriends-railcard.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

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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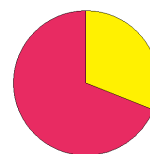


Useful Info

- Check out their website at: www.familyandfriends-railcard.co.uk
- This file is updated every month
- This file has been seeded
- This file has been MPS cleaned

Illustrated Profile

Gender
male ■
female ■



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