

**Total File Size: 675,000**

**Cost per '000: £120**

Mail Order Travel

## Background

This file provides a perfect opportunity to target a substantial database of grey market travellers, a market which is increasing in the UK. Names on this file have all purchased a Senior Railcard. A Senior Railcard is a discount card that enables those aged 60 years and over to get one third off rail fares across Great Britain.

The entire database is aged 60+. To be able to purchase the railcard, customers must provide proof of age/ identity. 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 57% female, aged 60 plus with 38% aged over 65. Individuals enjoy opening their mail, are willing to pay more for environmentally friendly products and have enough invested for a comfortable retirement.

This list is strongly recommended for travel and leisure related products, health, mail order and financial services aimed at the grey market.

## File Breakdown

Actives Holders .....	232,500
Actives Holders with email.....	26,500
Lapsed Holders.....	442,500
Lapsed Holders with email.....	42,000

## 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

## Profile

- 57% female, 43% male
- 100% aged over 60, 38% aged over 65
- Employment status available
- Interests include history books, classical music, escorted tours, weekends away, theatres and concerts.

## Source

- Online at [www.senior-railcard.co.uk](http://www.senior-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](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.senior-railcard.co.uk](http://www.senior-railcard.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 ■

