

# RATE CARD

**BASE RENTAL** £110/000

## SELECTIONS

Mobile Phone Number	£70/000
Telephone Number	£40/000
Broadband/Internet Provider	£40/000
Insurance	£40/000
Private Medical Insurance	£25/000
All others	£10/000

## EMAIL ADDRESSES

Inclusive of 3 standard selections £150/000

## PROFILING

£110/000 base +£50/000 selections

- 30,000 consumer records required from the client
- 30,000 record minimum commitment

## REMAIL RATE

75% of list rental

## PRODUCTION & DELIVERY

Keycoding	£5/000
Appending	£10/000

Delivery of data by the following;

CD/DVD	£75
Email	£50
FTP/SFTP	£50

Delivery within the UK inclusive of the Production & Delivery charge. Other by arrangement.

## NETT NAMES

- Available on 20,000+ records
- Actual volume mailed must be confirmed within three months of the order being delivered, otherwise the remaining payment will be claimed

Run on £10/000

## EMAIL BROADCAST

£250 Set up fee +£20/000 Broadcast

## COMMISSION

Broker 20% Agency 10%

## MINIMUM ORDER

5,000 records or £500 order value excluding VAT

**CONSUMERSKETCH**  
pure information



Give Consumersketch a call for accurate data on 9 million active consumers.

# SELECTIONS & RATE CARD

**Consumersketch** is a leading provider of consumer data to the direct marketing industry.

Our data is compiled from comprehensive customer satisfaction surveys. Information is gathered from questionnaires recently completed by actively spending individuals and used to create a unique database delivering an accurate overview of the UK population; their hobbies, interests, spending patterns and lifestyle.

The information offered by the consumer details their lifestyle and personality, providing a clear picture of all tastes, budgets and activities for more accurate targeted marketing. How you choose to communicate with your target market is easy, select from traditional direct mail, SMS, email or tele-marketing.

Please see our selections overleaf to help identify the target market you wish to approach with your products or services.

Once identified, please refer to the rate card for our current prices.

**For more information or if you have a query, please do not hesitate to call: 0113 246 0610.**



## CONTACT DETAILS

Full Postal Address  
E-mail Address  
Landline Number

### Mobile

Mobile Number  
Mobile Network  
Have Mobile Phone  
Take Mobile on holiday

## DEMOGRAPHIC

### Gender

Female  
Male

### Status

Divorced  
Living with Partner  
Married  
Single  
Widowed

### Age

Adults Aged 18 years +  
Dates of Birth  
Age Bands available  
Childrens Ages

### Income

Up to £10k  
£11-15k  
£16-20k  
£21-25k  
£26-30k  
£31-35k  
£36-40k  
£41-50k  
£51-60k  
£61-70k  
£71-80k  
£81k+

### Geographic

England & Wales  
Scotland  
N. Ireland  
Eire

### Home Ownership

Own Home – Mortgage  
Own Home – No Mortgage  
Live with Parents  
Renting Private/Council

### Type of Home Lived In

Bungalow  
Detached  
Flat  
Maisonette  
Semi-Detached  
Terraced  
Length of Residency

### Occupation

Craftsmen/Tradesmen  
Education/Medical  
Homemaker  
Manual Worker  
Mid-Management  
Office/Clerical  
Professional  
Retired  
Self Employed  
Shop Worker  
Snr Manager/Professional  
Student

### Credit Cards

Amex/Diners  
Cheque Guarantee/Debit Card  
Store/Petrol Cards  
Travellers Cheques  
Visa/Mastercard

### Insurance

Home Buildings Jan-Dec  
Home Contents Jan-Dec  
Motor Jan-Dec  
Travel Insurance  
Private Medical Insurance

## BUSINESS TRAVEL

### Fly on Business

### Frequency

### Destination

## HOLIDAY

### Holiday Destinations

Africa  
Australia/New Zealand  
Austria/Switzerland  
Canada  
Canary Islands  
Caribbean  
Cyprus  
Florida  
France/Belgium  
Greece  
India/Sri Lanka/Pakistan  
Italy  
Majorca/Minorca/Ibiza  
Malta  
Netherlands  
Portugal  
South America  
Spain  
Thailand/Malaysia  
Turkey  
UK  
USA  
Long Haul Travellers  
Short Haul Travellers

### Holiday Type

Activity/Sport  
Cruise  
Culture/Sightseeing  
Short/City Break  
Ski/Snowboard  
Summer  
Villa  
Winter  
Winter Beach

### Holiday Length

### Holiday Frequency

### Holiday Spend/Value

## MEDIA

### Magazine Readership

Activity  
Beauty  
Comics  
Computing  
Education  
Fashion  
Finance & Investments  
Gardening  
Health  
Hobbies  
House & Home  
Mens  
Motoring  
Music  
News  
Sport  
Subscription Magazines  
TV  
Women's

### Newspaper Readership

Daily Express  
Daily Mail  
Daily Mirror  
Daily Record  
Daily Star  
Daily Telegraph  
The Guardian  
The Independent  
The Observer  
The Sun  
The Times  
Evening Standard  
Financial Times  
Paid Local  
Free Local  
Other Daily Newspapers

News of the World  
Sunday Express  
Sunday Mail  
Scottish Mail  
Sunday Mirror  
Sunday People  
Sunday Post  
Sunday Sport  
Sunday Telegraph  
Sunday Times  
The Independent on Sunday

## HOBBIES & INTERESTS

Betting, Bingo & Prize Draws  
Books & Reading  
Caravanning & Camping  
DIY  
DVD & Films  
Eating Out  
Fashion & Clothing  
Gardening  
Gourmet Food & Wine  
Health & Beauty  
Investments & Finance  
Keep Fit & Fitness  
Motorbikes  
Music/CDs/MP3 Downloads  
Pubs & Clubs  
Sightseeing & Heritage  
Skiing & Snowboarding  
Slimming  
Sports:  
    Football  
    Golf  
    Rugby  
    Motorsport  
Theatre & Arts  
Walking & Hiking  
Water Sports:  
    Sailing  
    Scuba Diving  
    Windsurfing  
Wildlife

### Charities

Animal/Pet  
Arts  
Blind  
Cancer  
Childrens  
Church Local  
Deaf  
Disabled  
Environmental  
Heritage  
Medical & Health  
National Trust  
Overseas/Third World  
Servicemen  
Welfare  
Wildlife  
Youth

### Mail Order/ Online Buyers

Internet  
Postal  
Telephone

### Computing

E-mail address  
Have access to a PC  
Have PC at Home

### Internet

Broadband Provider  
Internet Access  
Purchase goods online  
Purchase holidays online

Rate card overleaf ►

