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marketing ltd

affinity marketing list sales list & insert planning hj digital

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offerX

On-line Quiz Players

General Information:

Offerx.co.uk is one of the leading quiz sites in the UK. With 15 quiz subjects and 40,000 quiz plays a day, these Members are extremely interactive and responsive. Growing at 1,000 new Members a day the data is fresh, clean and responsive to a broad range of offers.

This database offers in excess of 1.3 million unique users. **These respondents opt-in to receive marketing messages either by e-mail, post or telephone.**

Profile:

- Age 20 – 45yrs
- Household income £30k+
- 56% male
- 95% credit card ownership
- Financially astute
- Professional
- Online buyers
- All own a home PC and have internet access at home
- Interests include travel, sport, food and drink & general knowledge.

Selections:

- Geographic
- Gender
- Recency
- Age
- Occupation
- Home Ownership
- Number of credit cards
- Type of quiz; food & drink, general knowledge, music, football, politics & economy, pub games & gambling, television, cricket, motor sport and business & finance.

Volumes:

- 600,000 postal records (0-12 months recency)
- 600,000+ e-mail records (0-12 months recency)
- 400,000+ telephone records
- updated on a quarterly basis

Useful Information:

This file is a must for any mail order promotion/offer or product, financial services including credit cards, magazine subscriptions, travel and quality household/consumer products.

Costs:

Base Rental:	£105/000
Selections:	£15/000
Delivery:	£60.00
Run On:	£13/000
Commission:	15%
Min. Order:	5,000 records

Contact:

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