

## Britain's Ultimate Gamers Masterfile UK

**Average Monthly Hotline** **16,500**  
**0-3 Month Buyers** **54,210 / £105.00/M**

4+ Month Buyers Base Rate £95/M  
 With Telephone Numbers Base Rate £130/M - **NEW**  
 \*\*Volume discounts available - inquire  
 \*\*Minimum order for telephone numbers 10,000

This Masterfile is made up of buyers and responders from direct mail offers such as Sweeps, Lottery, Bingo, Scratch Cards, Footballs Pools, and Prize Draw; all individually selectable.

Available Selections: Gender, Age, Product, Multi Buyers, Postcode, Direct Mail Sold and more.

The buyers have been identified as those who have taken direct action making them an attractive prospect for the types of mailings that have an incentive offer. 70% have responded to a minimum of two direct mailings and 30% have purchased 3 or more offers in the last 12 months. 46% of the file is of retirement age.

Additional Pricing in USD - Base: \$185/M, Selects - \$20/M, Email - \$50/F

Reciprocation is not required.  
**Prices are quoted in Pounds Sterling**

- Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
- Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
- Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
- JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
- Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Sheri Tanner sheritanner@jrdirect.com  
 Tel +1 604 940 0277 (ext 146)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 4/29/10

**Recommended By:**

Sheri Tanner  
 sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Update Frequency:** Monthly

**Gender:**

68% Females

**Unit of Sale:**

£17.50 per annum

**Source:**

100% Direct Mail

**Age:**

45 +

**Selections:**

Lottery Buyers	£10.00 / M
Bingo Players	£10.00 / M
Scratch Cards	£10.00 / M
Football Pools	£10.00 / M
Prize Pool Players	£10.00 / M
Unlimited Selections	£25.00 / M
Selections	£10.00 / M

**Addressing:**

E-Mail £50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
 DMA, DMAI, FEDMA