



Land & Rural
By Readhead Eyre & Castle

	Data Type	Count	Base Cost
	Postal	203,007	£120/000
	Telephone	30,451	Base + £80/000 Nett

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

A unique list of 200,000 individuals, (80,000 households), running businesses from home addresses in rural areas

This list covers not just the business principal but also the complete family at these rural addresses, enabling targeting to both the business and the consumer.

The list can be selected by gender, which enables either husbands or wives, (or both), to be targeted dependent on the offer; this is particularly useful for mail order products that rural households will find of great convenience.

Characterised by high levels of horse & pet ownership, these individuals are active participants in country pursuits and country life generally. Their interests include riding, fishing, shooting, walking, photography, bird-watching, pet & animal care and countryside awareness.

This unique list is growing constantly and is researched on a daily basis.

Selections

Gender	£10/000
Household Income	£10/000
Property Value	£10/000
Interest Area	£10/000
Acorn selections & Lifestyle data	On Request

DMA Broker Commission	15%
Delivery Charge	£35
Counts - 48 hours/Delivery - 3 days	

Recommended Users

Outdoor Products & Activities
Travel & Leisure
Financial Offers
Magazine Subscriptions
Riding, Sports and Country Goods.
Pet & Animal Welfare

Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

Terms & Conditions

Net Names - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

Payment - 30 days from invoice date. Surcharge applicable on all card transactions.

Cancellation Fee - £100 + delivery + £8/000 + selections

ICC Marketing Services **Tel:** +44 (0)20 8481 7378 | **Fax:** +44 (0)20 8783 1940
Email: info@iccmarketingservices.co.uk **Web:** www.icc.co.uk

ICC Field House, 72 Oldfield Road, Hampton, Middlesex, TW12 2HQ
ICC is a trading name of Dun & Bradstreet Limited
Marlow International, Parkway, Marlow, Bucks SL7 1AJ
Company Registration Number: 160043