



|  | Data Type | Count     | Base Cost           |
|--|-----------|-----------|---------------------|
|  | Postal    | 3,605,227 | £100/000            |
|  | Telephone | 540,783   | 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.

### Background

Myletterbox.com is the UK's largest opt-in lifestyle survey of its kind. By simply asking people what they'd most like to hear about, Readhead Eyre & Castle has created a rich source of leads available for both telemarketing and mailing.

Whatever your product or service, myletterbox.com brings you profiled prospects to enable you to more accurately target just the right individuals. Not only that, but we can have the right targets pinpointed and delivered to you within 48 hours. With numerous selections, these are people who want to hear from you – and to hear from you right now.

The data can also be used to enhance existing databases, increasing and enriching your knowledge of your own customers therefore making it easier to find more like them.

Source – [www.myletterbox.co.uk](http://www.myletterbox.co.uk)

### Selections

| Criteria Available       | Cost |
|--------------------------|------|
| Gender                   | £10  |
| Geographic               | £10  |
| Health & Dental Products | £10  |
| Sports & Hobbies         | £10  |
| Pets                     | £10  |
| Motor Vehicles           | £10  |
| Financial Services       | £10  |
| Insurance                | £10  |
| Travel                   | £10  |

### Recommended Users

|                                     |
|-------------------------------------|
| Mail Order, Health & Wellbeing,     |
| Car Manufactures, Sports marketers, |
| Financial & Insurance Services,     |
| Travel Companies, Charities         |

|                                     |     |
|-------------------------------------|-----|
| DMA Broker Commission               | 15% |
| Delivery Charge                     | £30 |
| Counts - 48 hours/Delivery - 3 days |     |

### 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](mailto:info@iccmarketingservices.co.uk) **Web:** [www.icc.co.uk](http://www.icc.co.uk)