



Recession Proof Individuals

by: Readhead Eyre & Castle

	Data Type	Count	Base Cost
	Postal	421,114	£120/000
	Telephone	63,150	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.

In hard economic times, many individuals are unable to respond to marketing campaigns, be they donors, consumers or investors. On the other hand, to keep profits up, survive and maintain business, new donors, or market share, you need to target people who still have their wealth intact. Many companies have cut back on their marketing which in a time of recession, is an understandable reaction, but also something one should never do.

"RPI" - **Recession Proof Individuals** - recognises the importance in these times, not only in not cutting back on marketing, but also to have precision targeting to highlight individuals who have maintained not only their wealth and assets, but also kept their donor and purchasing ability.

File individuals are aged 40/45+, and are of equal gender split.

Selections

Gender	£10/000
Disposable Income	£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.
Charity Donors

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

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