





Data Type		Count	Base Cost
	Email	605,000	£120/000**
	SMS	303,000	£160/000**

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

Rough Hill is one of the UK's most dynamic and exciting youth brands. Starting with a student events business, over 50,000 young people now attend our nationwide parties every week.

Rough Hill represents a broad demographic of students aged 16-22 with data profilable by age, location, university, course of study and gender. The database is collected online from our network of student event websites and from live registrations at the weekly events. Rough Hill members have numerous benefits including discounts on pre purchased tickets, queue jump passes, exclusive online content plus many other benefits.

Source – www.roughhill.co.uk

Selections

Criteria Available	Cost
Gender	£10
Age	£10
Date of Birth	£10
University Course	£10
Year of Study	£10
Work Interests	£10
Work Status	£10
Postal Code	£10

Delivery Charge	N/A
DMA Broker Commission	15%
Counts - 48 hours/Delivery - 3 days	

Recommended Users

Fashion Offers
Careers
Music Offers
Travel & Tourism
Financial
Computing

**Data not released, broadcast cost included

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

Email Addresses – Are not released

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