

Secure Subscribers

OUR SECURE SUBSCRIBER list is comprised of active subscribers who choose to pay by Direct Debit. These people make up over 50% of Dennis' fully paid subscriber database. Compare this to other publishers who can only offer up to 20%, and it becomes clear that this list offers you the biggest market penetration of Direct Debit paying magazine subscribers by far. High earners, with an average age of 42, these people have a stable lifestyle and high disposable incomes.

List Profile

We are regularly in contact with our readers, asking them about their lives, interests and buying habits. If there is a particular area that you are interested in please ask as we may have some information available.

E.G.

- Average Age 42 years old
- Male/Female 88% Male
- Donate to Charity 84%
- Own a Credit Card 86%
- 2+ Foreign Holidays 50%
- Strong interest in financial matters
- Typical Occupations:
 Management/Senior Professional
 Education/Banking/Government
- Majority own a PC and are online
- Interests: Keeping Fit, Film/Theatre, Travel
 Books, Wines, DIY

List Quality

- 100% Fully postcoded
- Named individuals
- ABC Audited every 6 months
- Continually updated and cleaned
- Direct mail responsive

List Applications

Charities, insurance, finance, utilities, credit agreements, Interest Free, travel/holidays, music, restaurants, theatre, arts, cinema, gardening, cars, electrical and sporting goods, property ,wines

List Size

- Active consumer subscribers: **151,125**
- Lapsed consumer subscribers: **212,525**

List Selections

- Geographically – first two digits of the postcode, county, TV region
- Male or female
- Recency
- Status – Active subscriber, lapsed subscriber
- One per household or Multiple contact per site

Formats

- Email
- Magnetic Tape
- Diskette 3.5 in
- Cheshire or self-adhesive labels

Costs

- Cost per '000: **£200**
- Delivery: **£25**
- Format: **£15 (disk, tape, labels)**
- Email delivery: **£40**
- Selections: **FREE OF CHARGE**
- Keycoding: **FREE OF CHARGE**
- Mailsort: **FREE OF CHARGE**
- Flagging: **FREE OF CHARGE**



For more information contact Nerys Church

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