

16-25 Railcard



ATOC - 16-25 Railcard Holders

BACKGROUND

Individuals on this opportunity have all purchased a 16-25 Railcard (formerly Young Persons Railcard). This is a discount card that enables those aged 16-25 to save one third on rail fares across Great Britain. Mature students (those aged over 26 years and in full time study) can also apply. The list opportunity is 100% selectable on date of birth as proof of age and identity are required when purchasing the Railcard.

PROFILE

- 55% female
- Aged 16-25 years
- Interests include rock/pop music, following current fashions, holidays/travelling and surfing the internet

RECRUITMENT METHOD

- Online
- Telephone
- In person at a ticket office

RECOMMENDED FOR

- Fashion & Beauty
- Health
- Telecomms
- Competitions
- Travel
- Entertainment
- Insurance
- Household utilities
- And more...

www.16-25railcard.co.uk



LIST: 719,000 names available

POSTAL	Actives 258,542 Lapsed 242,668
EMAIL	Actives 303,331 Lapsed 162,662
SELECTIONS	D.O.B, Geography, Gender, Recency, Employment status, Named Individuals
MEDIA RATE	£120 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 15%
COUNTS	Guaranteed within 24hrs
MINIMUM VOLUME	5,000

INSERTS

OPPORTUNITY	Product Despatch
VOLUME	Up to 115,000
FREQUENCY	Monthly
MAX SIZE	210 x 100mm (Inserts can be folded*)
MAX WEIGHT	10 grams
MINIMUM VOLUME	Full monthly run
MEDIA RATE	£45 per '000
AGENCY COMMISSION	10%

*please enquire for further details on specifications



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