

## Family & Friends Railcard

### BACKGROUND

Individuals on this opportunity have all purchased a Family & Friends Railcard (formerly Family Railcard). This discount card enables anyone travelling with children to get one third off adults' fares and 60% off children's fares across Great Britain. Up to four adults and four children (5-15 years old) can travel using one Family & Friends Railcard.

### PROFILE

- 69% female
- Aged 25-54 years
- Married with children living at home, attending primary school or secondary school

### RECRUITMENT METHOD

- Online
- Telephone
- In person at a ticket office

### RECOMMENDED FOR

- Food & Wine
- Charities
- Health
- Telecomms
- Books / Publishing
- Travel
- Insurance
- Household utilities
- And more...

[www.familyandfriends-railcard.co.uk](http://www.familyandfriends-railcard.co.uk)



## ATOC - Family & Friends Railcard

LIST: 282,000 names available

POSTAL	Actives 97,982 Lapsed 99,755
EMAIL	Actives 101,080 Lapsed 67,182
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 30,000
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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