

Senior Railcard



ATOC - Senior Railcard Holders

BACKGROUND

This is a perfect opportunity to target a substantial database of grey market travellers, a market which is increasing in the UK. All individuals have purchased a Senior Railcard. A Senior Railcard is a discount card that enables those aged 60 years and over to get one third off rail fares across Great Britain. The entire database is aged 60+. In order to purchase the railcard, customers must provide proof of age / identity.

PROFILE

- 57% female
- Aged 60 years+
- Interests include history books, classical music, escorted tours, week-ends away, theatre trips and concerts.

RECRUITMENT METHOD

- Online
- Telephone
- In person at a ticket office

RECOMMENDED FOR

- Food & Wine
- Mobility
- Charities
- Health
- Telecomms
- Financial services aimed at the grey market
- Travel & Leisure
- Distance Learning
- Gardening
- Household utilities
- And more...

www.senior-railcard.co.uk



LIST: 490,000 names available

POSTAL	Actives 306,213 Lapsed 249,983
EMAIL	Actives 311,618 Lapsed 129,878
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 55,000
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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we are the
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