

16-25 Railcard

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.



BRAND PROFILE

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

OPPORTUNITY

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%

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www.16-25railcard.co.uk

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