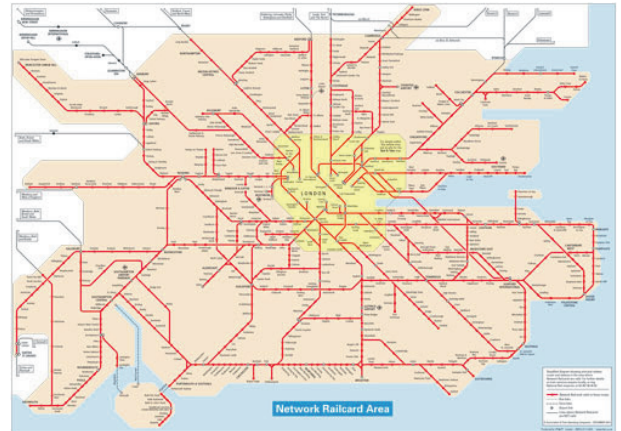




The Network Railcard is a discount card introduced in 1986 by British Rail, upon the creation of their Network SouthEast sector in parts of Southern England. The card is intended to encourage leisure travel by rail by offering discounts for adults and accompanying children on a wide range of off-peak fares.



## BRAND PROFILE

- 69% female
- Aged 25-54 years

## OPPORTUNITY

- OPPORTUNITY** - Product Despatch
- VOLUME** - Up to 50k
- FREQUENCY** - Monthly
- MAX SIZE** - A5
- MAX WEIGHT** - 10 grams
- MINIMUM VOLUME** - Full monthly run
- MEDIA RATE** - £35
- AGENCY COMMISSION** - 10%
- CO-BRANDING OPPORTUNITY** - Yes

## RECOMMENDED FOR

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utilities

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

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