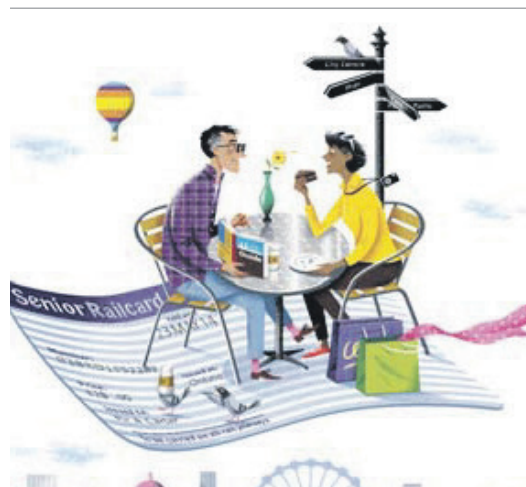


This is a perfect opportunity to target a substantial database of grey market travellers, a market which is increasing in the UK. All individuals have purchased a Senior Railcard. A Senior Railcard is a discount card that enables those aged 60 years and over to get one third off rail fares across Great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



BRAND PROFILE

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

OPPORTUNITY

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%

RECOMMENDED FOR

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

*please enquire for further details on specifications

www.senior-railcard.co.uk

For more information contact the
Media Sales team on
0207 534 1771 or email
kimberley.bates@medialabgroup.co.uk