



## PC USER MASTER LIST

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An influential list that draws together a great range of PC purchasers across the spectrum, from corporate IT decision makers with vast budgets to small office/home PC buyers. A combination of names from PC Pro, Computer Buyer, Custom PC and Computer Shopper - makes this a powerful list.

- 96% male
- Average age 42
- Average salary £26,032
- 64% have a mortgage
- 23% own their home outright
- 73% involved in the IT buying process within their companies. The average IT budget in the companies for which they work is £156,850
- Their annual personal spend on their home computer system is £1195
- 63% have children
- 94% have one or more cars
- 83% home address, 17% business address

## CONTACT

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## LIST SIZE

1,067,746

## LIST QUALITY

- 100% fully postcoded
- Named individuals
- ABC audited every 6 months
- Continually updated and cleaned
- Direct mail responsive

## LIST APPLICATIONS

Computing and IT products, Internet, science and technology, telecommunications, credit cards, financial services, charity, conferences and seminars, holidays and travel, books, music, clothing

## LIST SELECTIONS

- Consumer or business address
- Geographically: first two digits of the postcode, county, TV region
- Male or female
- Recency
- Status: active subscriber, lapsed subscriber or competition entrant
- Across a selection of different magazines
- One per household or multiple contacts per site
- Payment method
- Length of subscription

## FORMATS

- Email
- CD ROM
- Cheshire or self-adhesive labels

## POSTAL LIST SIZE

Active consumer subscribers	<b>76,221</b>
Lapsed consumer subscribers	<b>262,168</b>
Consumer competition	<b>449,319</b>
Active business subscribers	<b>26,311</b>
Lapsed business subscribers	<b>142,213</b>
Business competition entrants	<b>111,514</b>

## EMAIL LIST SIZE

Registered users	<b>20,422</b>
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## POSTAL LIST COSTS

Actives (per '000)	<b>£180</b>
Lapsed (per '000)	<b>£160</b>
Competition entrants (per '000)	<b>£120</b>
Delivery	<b>£25</b>
Format (disk/tape/labels)	<b>£15</b>
Email delivery	<b>£40</b>
Selections	<b>FREE</b>
Keycoding	<b>FREE</b>
Mailsort	<b>FREE</b>

## EMAIL LIST COSTS

Costs per '000	<b>£250</b>
Transmission	<b>FREE</b>
Tracking, for first 20 links	<b>FREE</b>
Tracking, over 20 links (per link)	<b>£5</b>

