

Premium Subscribers

OUR PREMIUM SUBSCRIBER list is made up of loyal customers from across Dennis' entire active subscriber database. These magazine consumers have all held subscriptions to Dennis titles for more than 2 years, with over 50,000 holding subscriptions for over 3 years. Predominantly high-earning homeowners, these individuals have proved themselves to be reliable and consistent with their payments. This list is ideal for those seeking repeat business or loyalty from their customers.

List Profile

We are regularly in contact with our readers, asking them about their lives, interests and buying habits. If there is a particular area that you are interested in please ask as we may have some information available. E.g.

- Average Age 42 years old
- Male/Female 88% Male
- Own a Credit Card 86%
- Own a car 95%
- Intend to change their car in the next 12 months 54%
- Shop for finance 75%
- Typical Occupations:
Management/Senior Professional
Education/Banking/Government
- Majority own a PC and are online
- Interests: Home computing, Film/Theatre, Travel, Books, Wines, DIY, Music

List Quality

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

List Applications

Charities, insurance, finance, credit agreements, Interest Free, travel/holidays, music, restaurants, theatre, arts, cinema, gardening, cars, electrical and sporting goods, property ,wines, property

List Size

- Active subscribers, 2+ years: **117,623**

List Selections

- Geographically – first two digits of the postcode, county, TV region
- Male or female
- Recency
- One per household or Multiple contact per site

Formats

- Email
- Magnetic Tape
- Diskette 3,5 in
- Cheshire or self-adhesive labels

Costs

- Cost per '000: **£200**
- Delivery: **£25**
- Format: **£15 (disk, tape, labels)**
- Email delivery: **£40**
- Selections: **FREE OF CHARGE**
- Keycoding: **FREE OF CHARGE**
- Mailsort: **FREE OF CHARGE**
- Flagging: **FREE OF CHARGE**



For more information contact Nerys Church

Tel: 020 7907 6140; Fax: 020 7907 6600; email: listrental_broker@dennis.co.uk

