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**Postal Volume = 40,000,000, Email = 1,000,000
Telephone = 3,800,000**

The Gold file is based predominantly on factual transactional data collected in conjunction from 83 syndicate members. Currently there are over 300 selections available making it one of the most targetable list on the market.

Gold File Contributors:

- Mail Order - Collected in conjunction with 15 mail order companies ranging from fashion to home furnishings.
- Finance - nearly 30 million credit scores compiled from 13 different financial intermediaries including high street banks, credit card & insurance companies.
- Leisure - 18 contributors including travel companies, pub chains, betting / gambling companies, sports companies, tickets companies and several more.
- Charity – 15 charitable organisations.
- Share Registers - 15.6m share transactions equating to approximately 4 million individuals.
- Directors @ Home - 2.6 million directorships and 1.8 million directors
- Retail – 10 retailers ranging from fashion to DIY chains.

Core Selections Available:

Heading	Core Selections Available			
Demographic	Age	Marital Status	Occupation	Childrens Age
Property	Value	Length of Residency	Type	Council / Renters
Hobbies / Interests	Sports	Music	Leisure Activities	20+ Selections
Travel	Destination	Frequency	City Breaks	Spend / Model
Pets	Cat	Dog	Horse	Multiple Pets
Mail Order	Product Category	Multi Buyers	Payment Method	Children's Clothes
Charity	Charitable Cause	Charity Sector	Multiple Donation	Donation Type
Financial	Credit Band	Products Held	Income	Credit Searches
Share Register	Share Values	Risk Level	Shares Held	Dividend Payouts
Misc	Newspaper Readership	Prederred Shops	Profiles / Models	Over 300 Selections



**• Postal - £130 / 000
• Email - £150 / 000
• Postal & Tel - £150 / 000**

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