

**0-12 month Postal – 404,338 Telephone – 58,059
Email – 57,685 SMS – 99,697**

ADM are pleased to announce the exclusive list management of the Johnston Press database to the market.

About Johnston Press plc:

Individuals on this file subscribe to, have entered competitions in, or have placed advertisements within the Johnston Press titles. Johnston Press currently publishes 18 daily newspapers including the Scotsman, Sunderland Echo, The News (Portsmouth), Yorkshire Post, Sheffield Star, Blackpool Gazette, Northants Evening Telegraph and 300 local weekly titles such as Derbyshire Times, Chad, Milton Keynes Citizen and Wakefield Express. A full list of titles is available upon request.

Recruitment Methodology:

CODE	POSTAL	TEL	EMAIL	SMS
Advertising	275,961	28,330	27,101	31,240
Subscriptions	7,694	759	759	2,018
Online Competitions	14,566	7,173	12,968	7,941
External Data Capture	45,472	15,803	19,572	9,703
SMS competition	57,039	6,977	4,186	58,376
Reader Offer Buyers	1,797	741	1,462	453
Website Registrations	18,155	4,282	12,969	8,001
Scotsman	18,664	2,341	10,665	7,255
TOTAL	439,348	67,517	89,682	124,987

Additional Information:

It has been possible to further enhance the Johnston Press database using the Gold File which has been developed by Alchemy. Using the factual, transactions variables held on the Gold File ADM are now able to offer over 60 additional variables for you to select on.

Data Cleanliness:

The Johnston Press database is cleaned on a monthly basis against DMA approved suppressions.

Profile

- 45% Male, 55% Female
- ABC1 Demographic
- Aged 30-79 (selectable by age)
- Home Owners - 37% semi detached 35% detached and 24% Terrace.
- 16.5K individuals with shares
- Prime credit 71%
- 13K Directors
- Interests include: Holidays, Betting, Collectables, Voluntary Work, Sewing, Lotteries, Reading Magazines, Music, Pet ownership, Home Furnishings.
- Read regional newspapers.

Age Percentage Match



Recommendations:

This file is recommended for organisations looking for highly DM responsive individuals. Due to the additional selections that are available we believe the file should perform well for a diverse range of companies including: Publications, Mail order, Financials, Competitions, Charities and Retail.

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Further Selections

Selection	Frequency	Index Score	Selection	Frequency	Index
Betting	617	246%	Home Furnishing	795	220%
Bingo	7,438	144%	Keep Fit	4,100	183%
Charity Donator	7,262	110%	Lotteries	3,369	197%
Cinema	1,126	257%	Mail Order DM Responder	38,156	147%
Coin Stamps	2,605	107%	Music Blues Jazz	320	191%
Collectables / Plates	6,550	138%	Music Classical	1,257	188%
Computer Games	389	233%	Music General	4,020	210%
Computer Internet User	16,323	129%	Music Pop	2,009	254%
Computer Owner	18,199	131%	Newspaper Broadsheet	13,834	88%
Cooking	4,652	182%	Newspaper Mid Market	27,073	116%
Cosmetics	543	262%	Newspaper Regional Daily	367	302%
Credit Card Owner	59,077	121%	Newspaper Tabloid	48,669	136%
Crosswords	28,150	117%	Outdoor pursuits	32,240	113%
Culture	20,541	121%	Pets General	29,428	122%
Current Affairs	7,867	95%	Pets Have Cat	2,497	177%
Dancing	113	193%	Pets Have Dog	3,091	185%
DIY	28,745	120%	Photography	9,757	105%
Eating Out	40,981	123%	Plates	334	233%
Entertainment	24,457	109%	Pools	13,542	130%
Fashion	18,740	137%	Pub	27,608	139%
Fine Art	5,249	102%	Reader Books	40,707	118%
Gardening	46,509	120%	Reader magazines	2,743	232%
Golf	13,026	142%	Further Education	5,583	114%
Grand Children	16,877	114%	Records CDs	40,492	120%
Health Foods	7,431	110%	Sewing	657	198%
Holidays Taken UK	2,043	256%	Sight Seeing	47	169%
Holidays Overseas	1,480	246%	Slimming	445	200%
Holidays Taken Europe	34,647	124%	Theatre	13,041	107%
Holidays North America	1,029	144%	Vitamins	525	202%
Holidays Rest of World	23,925	112%	Voluntary	396	213%
Holidays UK Ireland	8,953	168%	Walking Hiking	18,491	115%












Please visit our website for further info:
www.alchemydirectmedia.com

Postal - £130 / 000

Postal & Tel - £200 / 000

Commission - 20%

Delivery £50 flat

Selections - £10 / 000

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