

# discreetly RICH



## 0-12 month Postal –274,566

ADM are pleased to announce the exclusive list management of the Discreetly Rich database.

### About Discreetly Rich

This database consists of Britain's richest individuals. The database has been extensively researched using a multitude of sources including publications such as Forbes, desk research and public domain sources that divulge wealth.

This data base includes individuals that will not have been identified on share registers as per many of the other wealthy databases on the market and as such we are finding response rates very promising.

The database was initially built for a charity looking for a £1,000 donation from a cold mailing. Since then the charity has rolled out three times and as such we have decided to bring the file to market.

These individuals enjoy the finer things in life and have large disposable incomes. The file is known to work well for charity offers and we believe will be good for companies looking advertise financial products, up market mail order as well as leisure activities.

Key Selections:	D.O.B	Affluence Band	Property Type	Hobbies / Interests
	Gender	Shareholder	Charity & Cause	Newspaper Read

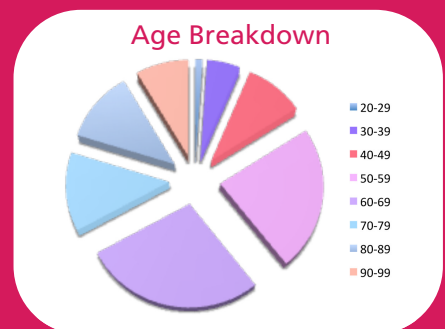
### Data Cleanliness

This database is mailed regularly and cleaned against industry standard suppression files. We are very confident in the level of accuracy that we will offer a 2 for 1 credit on any goneaways returned within 30 days of supply.

**Please visit our website for further information: [alchemydirectmedia.com](http://alchemydirectmedia.com)**

### Profile

- 75% male, 15% female
- Aged 50-85 (selectable by age)
- Empty Nesters
- 99% home owners
- Own multiple properties
- 28% semi detached  
62% detached  
7% terrace and 3% Flat.
- Directors -18%
- Broadsheet – 72%,  
mid market – 25%  
tabloid – 3%
- Interests include: Speculative investments, Charity, Reading, Investments, Gardening, Antiques, Eating Out, Fashion, Theatre, Wildlife, Current Affairs, Music, Voluntary Work, Wines.



Postal - £150/000  
Selections - £10/000  
Commission - 20%  
Delivery - £50

**Call your account manager today:**

**01634 226490**

