



data card

**Volumes = 1,340,479 Postal,
130,803 Emails, 83,749 Telephone**

About Directors @ Home

Directors @ Home has largely been collected from public domain information collected from Companies House when individuals become Directors. Alchemy are able to identify 2 million directorships from 1.3 million directors.

In addition we are able to identify the partners of these directors and have found our Directors Wives file works particularly for upmarket communications or charities.

Selections Available

Using advance selections from some of the 300+ variables available on the Gold File, it has been possible to further enhance the file to identify additional wealth indicators such as House Values, Share Holdings, Income and Property Type.

Using Acorn & Financial Acorn we are also able to further Enhance the file and use the demographics to depict certain types of people.

Key Selections

Number of Directorships	Income
Share Values	House Value
Demographics	Savings
Hobbies/Interests	DOB

Additional Information

This file is regularly used by a wide range of mailers looking to identify discerning, well educated and affluent individuals. We would recommend this file for Mail Order, Charities and Financial Products.

The file is very responsive to DM related offers and individuals are among the wealthiest in the UK, financially astute with profiling suggesting they enjoy the finer things in life.

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**

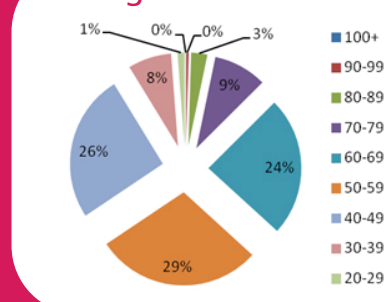
Profile

- 60% Males, 40% Females
- Aged 40-69
- 91% home owners
- 49% Detached
27% Semi Detached
17% Terrace
7% Flat
- Prime Credit Rating
- Interests include: Pets, Eating Out, Fine Art and Antiques, Charity, Current Affairs, Stately Homes, Theatre, Gardening, Golf Wines, financial offers / investments.

Costs

- Postal - £130 / 000
- Tel - £150 / 000
- Email - £ 130 / 000
- Delivery - £50 flat
- Agency Commission – 20%

Age Breakdown



Other Managed Files

Directors Wives	Listed Properties
Discreetly Rich	Guaranteed Response
Investor Connection	Original Gift Company
Net Rent	+ Many More

**Call your account
manager today:
01634 226490**

