



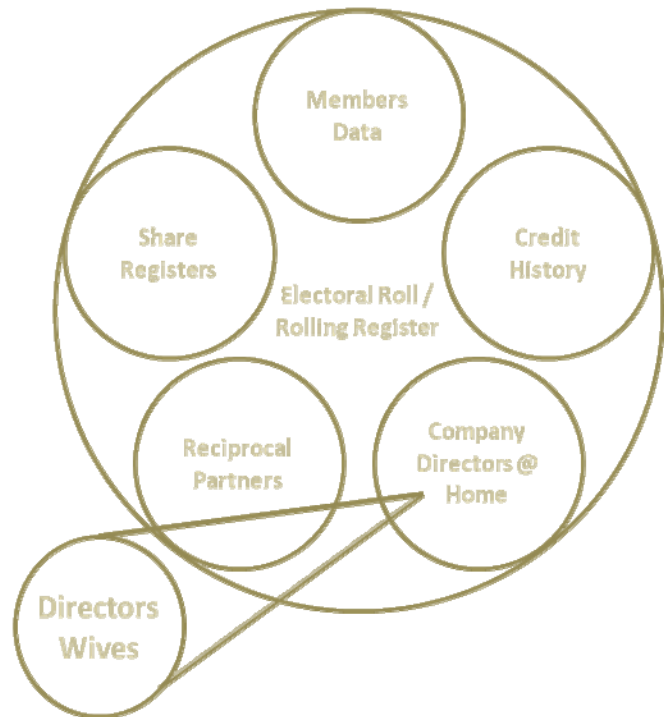
GOLD FILE – Directors Wives @ Home

Multi-sourced pool, designed to provide clients with a solution for every campaign.

38 million records, 24 million households, ideal for the large mailer.

Over 300 individual selections can be made ensuring even the most targeted of campaign can be catered for.

Over 80 current syndicate members



Directors Wives @ Home Address: 0-12 month recency = 828,181

Data has been collected from Companies House. Directors verify both their business & home addresses with Companies House. By taking the Directors home address and matching back to the ADM Gold File it has been possible to identify the Directors partner.

Directors @ Home Category Selections Available:

Data can be overlaid with any of the 300 selection available within the Gold File. Key Selections to consider:

- | | | |
|-----------------|------------------------|----------------------------|
| 1) Income | 2) Number of Employees | 3) Number of Directorships |
| 4) Share Values | 5) Hobbies / Interests | 6) House Value |



Alchemy Direct Media (UK) Ltd, Epsilon House, Laser Quay,
Culpeper Close, Rochester, Kent, ME2 4HU.
Tel: 01634 226 480
Email: m.smith@alchemydirectmedia.com

Further info on the Gold File:

The Gold file is held on a single platform enabling ADM to combine selections from each of the core contributors and thus create a highly targeted and responsive data set.

Syndicate Members:

Currently there are 80 syndicate members who have contributed to the Gold File. In return for obtaining free data cleaning and bureau facilities ADM have rights to sell syndicate members data to third parties.

It is important to stress that all data contained in the file is factual and none of the lifestyle suppliers have contributed to the Gold File.

Originality of Syndicate Members by Sector:

- | | | |
|---------------|------------|-----------------------|
| 1) Mail Order | 2) Charity | 3) Financial |
| 4) Leisure | 5) Retail | 6) Response Generated |

For more information on our syndicate members please contact us for details.

Other Sources Included in the Gold File:

In addition to the syndicate data the Gold File also contains 760 share registers including the FTSE 500, Directors at Home address and estate agent information.

What Data is Available?

- Postal
- Email
- Telephone

For a full listing of the selections available please see the selection sheet that accompanies this data card or speak to Michael Smith: 01634 226 480, m.smith@alchemydirectmedia.com

Costs:

Prices range from £150-£200 / 000 based on the type of selection criteria require.