



MOTOR CONNECTION

0-12 month postal volume = 1,500,000

Est. 0-12 month tel volumes = 108,000

ADM are pleased to announce list management a brand new source of Motor Insurance.

About Motor Connection:

Motor Connection is a brand new list to the market and is not compiled from any of the lifestyle suppliers.

Data Collection Methods:

Motor Connection is a service run in conjunction with Alchemy Organisation offering consumers the opportunity to register to receive insurance quotes for a variety of products and services when they are needed most.

Data is collected via third party questionnaires, surveys and online activity in conjunction with a number of syndicate partners.

The information collected is held against the Gold File for verification and enhancement purposes. This process has added over 100 selections and means it is one of the most targeted sources available on the market today.

Motor Connection Profile

- 47% are Male and 43% are Female
- Demographic – ABC1
- 23% have shares
- 81% have prime credit
- High proportion own homes with families
- Aged 28-62
- 73% White Collar Worker



Month	Postal Volumes	Telephone Volumes
JANUARY	87,510	6,126
FEBRUARY	50,598	3,542
MARCH	223,839	15,669
APRIL	76,397	5,348
MAY	109,065	7,635
JUNE	148,845	10,419
JULY	96,484	6,754
AUGUST	181,250	12,688
SEPTEMBER	256,072	17,925
OCTOBER	96,695	6,769
NOVEMBER	107,987	7,559
DECEMBER	100,699	7,049



Costs vary dependant on volumes and the type of mailer.

- Postal Rate Card = £130 / 000
- Telephone Rate Card = £150 / 000



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