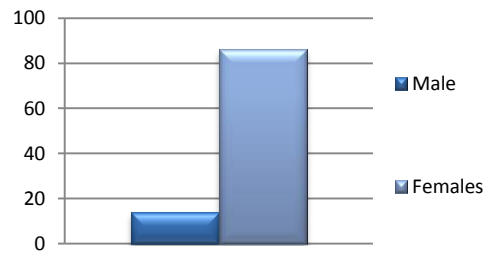
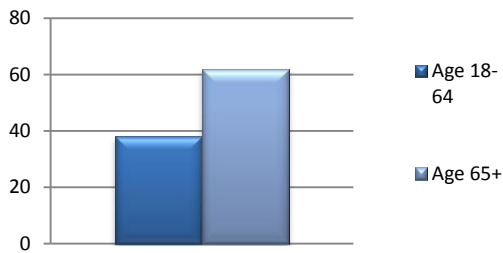


## ACTIVE SWEEPSTAKE

**0-12 month postal: 1,126,731**

Active Sweepstake is a list that has been specifically created for sweeps offers. It is sourced from Transactis, a unique data pooling company – bringing together mail order transactional information with lifestyle data to create highly responsive audiences. The list has been uniquely created by defining stringent criteria that are critical to the success of mass market and promotionally led offers.



### Profile, Interests and Lifestyle

- 100% mail order buyers.
- 40% have a household income of <£10k.
- 40% retired.
- 52% purchased gifts via mail order.
- 52% purchased gardening products.
- 76% purchased fashion items.

### Recommended Users

- Charity
- Financial
- Lottery/Bingo

### Rental Rates

Postal data	£140	/000
Charity rate discount	£10	/000
Selections included;		
Gender		
Age (bands)		
Charity type		
Geography		
Recency		
Affluence Level		
Run on Fee	£10	/000
Production fixed	£50	

### Terms & Conditions

Sample mail piece required  
 Rates for one time usage only  
 Minimum order 5,000 records  
 All costs exclude VAT



profit through insight