



Total File Size:	Base Cost:
☰ 60,000 Home addresses	£110 / 000
☰ 10,000 Business addresses	£110 / 000

Background

Last Updated: April 08

Turbo charge your marketing

IMSI markets a whole range of software products in the UK and worldwide. These include design tools like TurboCAD for windows and FloorPlan, plus TurboProject and Form Tool. They also offer a wide range of interactive and multi-media titles which range from language learning to reference titles and family health. That means that the 70,000 plus named buyers on this file have a definite interest in computers and IT. They are mostly male, homeowners and have an above average income.

IMSI customers are responsive to a range of B2B & B2C computer related offers, from hardware and software to training and seminars, office equipment and office supplies, to say nothing of science, photography, home and self improvement, wine and investments.

Consumer Profile

- Predominantly male
- DM Generated
- Credit and store card users
- Above average income

Recommended Users

- Upmarket Mail Order
- Financials – Savings & Investments
- Charities
- Technology Users

Selections Available

- Geographic

General

- Updated quarterly

Contact our sales team on: +44 (0)20 8481 7356
b2c@prospectswetenhams.com



Counts

0-12 months consumers	35,000
0-12 months business	6,000

Rates /000

Charity Discount £10

DMA List Broker Commission 20%

Remail Rate
20% discount on base price.

Selection Costs /000

All selections £10

Production / Delivery Costs

Email / Disk	£30
Delivery (UK)	£25
Delivery	£50
Keycoding	£3/000

Restrictions

Minimum order 5,000

Delivery in 2-3 working days

List Warranty TBA

Cancellation Fee
£100 + delivery + £10/000 + selections

Net Names

Only applicable on orders of 20,000+. Nets must be claimed within 4 months of invoice date. After this time all net name credits become null and void.

For further information or counts on the IMSI database please contact our sales team on 020 8481 7356 or email b2c@prospectswetenhams.com
Surcharge applicable on all card transactions.

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