



Total File Size:		Base Cost:
	127,139	£110/000
	127,139	£170/000

Background

Last Updated: April 08

We can widen your Horizon

Horizon Finance is a brand new and exclusive file from Prospect Swetenhams. Made up of people who have applied to borrow money through unsecured loan broker, Horizon Finance. Though they are not high earners; they aspire to the better things in life – including cars and holidays – and want the very best for their families. That makes them ideal for special offers and competitions – particularly via text and SMS. Home entertainment is a big feature of their lives, as is the lottery, bingo and going down the pub. They follow the big brand trends set by soap stars and celebrities – but are also bargain conscious and have an eye for a ‘good deal’. Brilliant for all manner of offers, from mail order children clothes to car insurance, from subscription TV and DVDs to sport related offers and family holidays.

Consumer Profile

- Low incomes
- Responsive to a wide range of consumer mail order offers
- Competition Entrants.

Recommended Users

- Mail order catalogues
- Lottery / competitions
- Retail offers
- Publishing
- Package Holidays
- Switchers

Selections Available

- Date of Birth
- Dependants
- Marital Status
- Telephone & Mobile numbers
- Net Income
- Loan purpose
- Loan amount (banded)
- Homeowner/ Renter – Private or Council
- Email
- Bank Name

General

- www.horizonfinance.co.uk
- Ongoing updates

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





Counts

0-12 months 127,139

Rates /000

0-12 month postal £110

0-12 month telephone £170

Charity discount £10

DMA List Broking Commission 15%

Remail Rate

20% discount on base rate

Selection Costs /000

All selections £10

Production / Delivery Costs

Email / Disk £30

Delivery (UK) £30

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 Horizon Finance 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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