

Direct Mail:

High-response Business Mailing Lists on labels or disk



Quality Mail and Prospect Lists

Please, don't waste your postage costs with a cheap list! Our Mailing Lists are a high-quality product which we can specifically tailor to suit your UK marketing strategy. We have collected a total of around 111,000 names so far. The data we hold is updated constantly to optimise accuracy. We do not buy names to re-sell and companies who do can end up with tired old lists which may have already been sold dozens or hundreds of times.

Every month over 1000 brand new UK names are added to our database. We know you could take a chance and buy a cheap list. However it is easy to see that the cost of envelope, stamp and pack contents are much greater than the cost of the actual list cost, so this is a false economy. **If you want a good response** and the best hit-rate, you need to get your hands on the most powerful list possible.

The fresh names you buy will be flagged on our system so when it comes to re-ordering you won't get the same names twice, except by choice. You can choose between two classes of list and we can supply the information to you on self-adhesive labels, floppy disk or CD-ROM or by email (please read the Data Protection Act note below if you intend to purchase data to be stored on your computer).

SOURCE OF THE BUSINESS OPPORTUNITY SEEKER DATABASE

After years of national advertising we have collected tens of thousands of names and addresses of business-minded individuals on our database. Every single one represents a personal contact between that individual and New Horizons because all of these people have either telephoned, written or applied online for our Opportunity Report about starting a business of their own. Not a single name has ever been added from any other source. We have never bought a single name on this list from any other company. No UK mailing list company can match this specification.

So, these are all names of people who have responded to our national advertising in the "Business" sections of the national press. The list is "Proven", in the sense that all of these people have contacted New Horizons to ask for business opportunity information by post.

THE PREMIUM RANGE

This is our best list, containing the freshest names we have available.

Premium Range Specifications:

- Prices from 9p per name
- Age of enquiry: 3 to 9 months (approx)
- *100% business opportunity seekers (not "homeworkers") recruited from national newspaper advertising
- *3 month repeat barrier for subsequent sales (we do not use the same names again for a minimum of 3 months for the same opportunity)
- 80% male / 20% female (approx)

* These factors, we believe, have a significant bearing upon response rates

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Quality Mail and Prospect Lists Continued...

THE STANDARD RANGE

This is our best-value list.

- Prices from 7½p per name

The "Standard Range" have exactly the same specification as the Premium except they are from further back in the database. Not quite so fresh, but still 100% Business Opportunity enquirers. We know there will be a more likelihood of address changes, so we add 5%-10% to the quantity shipped to take this into account.

Standard Range lists are priced to appeal to the home-based business builder or mass direct mail user alike.

Business Opportunity lists do not become any less effective with the passage of time, according both to our research and feedback from our customers. Responding to a Business Opportunity ad requires initiative and a desire for self-improvement. We do not take the view that a business opportunity enquirer will "suddenly become narrow-minded" after a few months, or even a year or two. In fact the opposite is probably true - once an individual has made the decision to take steps to improve their income and lifestyle, he/she will not give up until this occurs!

PROSPECT LISTS

It can make a significant difference to your hit rate if you actually talk to the person concerned as well as (or instead of) mailing them. With a Prospect List, we supply Telephone Numbers in addition to the name and postal address for Premium or Standard lists.

If you choose the labels option you receive names and postal addresses on ready-to-use address labels plus a report on paper showing a line-by-line listing of name, address AND telephone numbers.

If you choose the data option, you will receive a single data file* containing the same information as above. Choose your preferred delivery format from floppy disk, cd-rom or email.

DATA FILE FORMAT

*When you choose the data option with any of our lists you will receive your data in a .dbf file. This is an industry standard file format which is readable by a variety of software from many vendors. For example, many of our customers use Microsoft Excel to view the data. We also send a file called "readme.txt" which gives step-by-step instructions for a variety of scenarios.

However please note that it is a database you are buying and it is unlikely to be usable if opened in, say, a word processor. We regret we cannot provide support by telephone if you encounter difficulties using the data and we recommend that you please consult your software manual or use online help from the software vendor.

DATA PROTECTION ACT NOTE

*Please note that you or your company should be registered as a Data User with the Data Protection Registrar in order to handle personal information (such as a Mailing List) on a computer, in accordance with the Data Protection Act 1998.

For more information, contact the DPR in the UK on 01625 545700. Alternatively their web site is at <http://www.informationcommissioner.gov.uk/>