



McIntyre & Dodd

McIntyre & Dodd is DM plc's premier Direct Mail promotions company. Recruiting 45,000 new responders every month and mailing customers twice a month with special promotions, M&D have built a huge customer database which until recently has not been available for use by third party companies.

Recipients are recruited from a variety of sources including competition and lottery files, mail order fashion, household and health companies, collectibles and even pet related data sources.

Customers answers several personal questions on the return sheet giving the file actual D.O.B., landline telephone numbers and in some cases mobile numbers. To claim their prize they can either call a Premium Rate Line or write in.

Profile

Age	35+ (Core Age 45-65)
Marital Status	Married, Single
Children	Children, Grandchildren
Occupation	Retired, Housewife, Office, Clerical
TV Region	UK Wide
Credit Cards	High

Newspapers

Daily: Express, Mirror, Sun, Telegraph
Sunday: People, Mirror, Express, Telegraph

Hobbies And Interests

Competitions, Cookery, DIY, Music, Fitness, Collectibles, Pools, Bingo, Catalogue Shopping, Art, Sewing

Shopping By Mail Order

Gardening, Collectibles, Books, Fashion

Charity

Elderly, Animal

Selections

- Geographic
- Gender
- Recency
- Date Of Birth
- Telephone Numbers
- Affluence

Counts

0-12 Months	700,000
Universe	3,000,000
Males	1,200,000
Females	1,800,000
Date Of Birth	2,500,000
Telephone No.	850,000

Costs

Base Rental	£100/1000	Email	£30/flat
Selections	£10-£50/1000	Run-on Charge	£10/1000

Contact **Zoe Hollis** for more details
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