



Thomson & First Choice customers return time and again for holiday value and outstanding service. Whether customers are returning to a favourite island, looking for a new sun soaked spot or choosing where to go on their next skiing holiday, Thomson & First Choice can take them there. Inserts can be carried within holiday confirmation letters posted to customers once a holiday has been booked.

Profile

Hobbies	Include golf, food/wine, IT, sailing, sport
Income	81% earn £30,000+, with very high income groups over represented
Age	67% aged 35-65 years
Status	82% married or living with partner

Rates

Base Rate
Minimum Order

£40/000
One month full run

www.firstchoice.co.uk www.thomson.co.uk Annual volume: 150,000 approx

Please ask us about Thomson and First Choice online media and other advertising opportunities.

tel: 020 7940 9797 email: media@scientiadata.com

Intelligent Inserts:

Reaching holiday makers soon after they have booked their holiday guarantees disposable income and means the customers have plenty of time to respond to your offer before their every thought becomes consumed by holiday preparation. Open rates are very high, as communication from their trusted holiday company is important to them and customers are expecting to receive the correspondence.

Fulfilment and Delivery:

Thomson and First Choice confirmation letters are sent out continuously as holidays are booked, and so volumes vary from month to month, generally peaking in the summer months. Please contact us to confirm available volumes in the months you are interested in. Inserts up to A5 in size can be carried, and must be received a minimum of 6 days before the start date. If folded, the fold must be along the leading edge. Inserts over 10g may, if accepted, incur an additional charge. A maximum of 2 inserts will be carried per mailing.

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Thomson/First Choice Inserts are available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and indepth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.

