

Ticketmaster is the largest ticketing agency in the UK and Scientia Data is the sole re-seller of its wide-reaching and highly selectable database. Target fun and sociable individuals who enjoy spending their leisure time at concerts, the theatre and many other types of events and activities. Utilise the many data selections such as source of booking and event type to drill down to those people who are likely to be most responsive to your offer. The transactional origin of the data ensures its accuracy, giving you higher deliverability and open rates.

	Profile		Rates
Overview	Keen leisure spenders	Base Rental	£160/000
Gender	56% female	Charity Discount	£10/000
Online Activity	100% internet users	Selections	FOC
Age	Predominantly 25-54 years	Gender	
		Recency	
		Geography	
		Source of Booking	
		No. of Tickets Purchased	
		Event Type	
		Average Order Value	
		Production/Delivery	£30
		Minimum Order	£1,000
		Email Broadcast	Pricing on request

www.ticketmaster.co.uk

0-12 month volume: 265,000 approx

Please ask us about Ticketmaster postal data, insert, banner and advertising opportunities.

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email: media@scientiadata.com

Fresh Data:

Ticketmaster data is collected from their customers when they buy event tickets, either online or by phone. Established in 1976, Ticketmaster is the world's leading live entertainment ticketing and marketing company; in 2007 Ticketmaster sold more than 141 million tickets on behalf of its clients. The file is updated monthly, with every record PAF verified and MPS cleaned. Incomplete records are removed, along with any that have provided a business or overseas address.

Counts and Data Delivery:

We make it our aim to deliver efficient and outstanding account management and customer service. If you work to tight deadlines, we'll work to tighter ones. Generally we ask for 24 hours on basic data counts (48 hours for previous order exclusions or more complex counts) and 3 days for data delivery. However, if you're in a rush give us your deadline, we'll do everything we can to meet it.

Ticketmaster Postal Data is available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth 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.

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