

Ticketmaster is the largest ticketing agency in the UK and Scientia Data is the sole re-seller of insert space within ticket delivery mailings. Placing inserts into ticket mailings allows you to enjoy the brand benefits of being associated with a favourite performer or event. What's more, your message is delivered alongside eagerly awaiting tickets, placing the recipient in a positive frame just as your message is received.

Overview

Gender

Online Activity

Age

Profile

Keen leisure spenders

56% female

88% known internet users

Predominantly 25-54 years

Base Rate

Minimum Order

Rates

£40/000

One month full run

www.ticketmaster.co.uk

Annual volume: 1.1 million approx

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

tel: 020 7940 9797

email: media@scientiadata.com

Intelligent Inserts:

Your inserts are enclosed within the ticket mailings to customers at their home address. The mailings are almost guaranteed to be opened and the nature of the programme means there is no wastage. 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.

Fulfilment and Delivery:

Ticketmaster tickets are despatched continuously, in volumes of approximately 90,000-100,000 per month. Inserts must be delivered according to the supplied delivery instructions a minimum of 3 days before the start date, and must be no larger than 210x100mm (or folded to this size). Inserts which are unusually shaped, or weigh more than 10g may, if accepted, incur an additional charge.

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Ticketmaster 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 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.