



Many customers return again and again to First Choice for the service and value. 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, First Choice can take them there! Inserts can be carried within invoices posted to customers once a holiday is booked.

### Profile

**Family make-up**

Predominantly holidaying as a family, some couples

**Affluence**

ABC1C2

**Age**

Predominantly aged 30-55 years

**Base Rate**

### Rates

£40/000

**Agency Commission**

10% to DMA registered brokers

[www.firstchoice.co.uk](http://www.firstchoice.co.uk)

Annual volume: 80,000 approx

This programme can be combined with Thomson inserts.  
Please ask us about Thomson and First Choice ticket book advertising opportunities.

### 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:

First Choice invoices are sent out continuously throughout the year when holidays are booked, so volumes vary from month to month. 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. Inserts over 10g may, if accepted, incur an additional charge.

### First Choice Inserts are brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.

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**TRG STRATA**  
managing data  
into revenue