

Thomson customers value that extra care when booking and enjoying their holiday and can rely on Thomson to provide just that. Most Thomson holidaymakers are couples, with the next largest group being families. Inserts can be carried in confirmation letters posted after a holiday is 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

Base Rate
Agency Commission

Rates

£40/000
10% to DMA registered brokers

www.thomson.co.uk Annual volume: 300,000 approx

This programme can be combined with First Choice 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:

Thomson confirmation letters are sent out continuously as holidays are booked, and 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.

Thomson 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.

