

Ticketmaster is the largest ticketing agency in the UK. At TRG Strata we are proud to be the sole re-sellers of their wide reaching and highly selectable database. You too can take full advantage of these sociable fun seekers who enjoy spending money on their lively leisure time. Utilise the many data selections, such as source of booking and event type, to get your message directly to a responsive target audience. The transactional origin of the data ensures its accuracy, giving you higher deliverability and open rates, and ultimately increased return on investment.

	Profile		Rates
Overview	Keen leisure spenders	Base Rental	£160/000
Gender	56% female	Charity Discount	£5/000
Online Activity	100% internet users	Selections	FOC
Age	Predominantly 25-54 years	Gender	
		Recency	
		Geography	
		Source of Booking	
		No. of Tickets Purchased	
		Event Type	
		Production/Delivery	£30
		Minimum Order	£500
		Email Broadcast	Pricing on request
		Agency Commission	15% to DMA registered brokers

www.ticketmaster.co.uk

0-12 month volume: 300,000 approx

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

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 always aim for efficiency at TRG Strata. If you work to tight deadlines then we will work to tighter ones, getting accurate counts and data to you on time. Generally we advise allowing 24 hours for basic counts (48 hours for previous order exclusions or more complex counts), and 3 days for data delivery. If, however, your counts or data needs are more urgent, please give us a deadline and we will do everything possible to meet it.

Ticketmaster Email Data is 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