

Ticketmaster is the largest ticketing agency in the UK. At TRG Strata we are proud to be the sole re-sellers of insert space within their mailings. Placing inserts into tickets mailings to customers allows you to piggyback the positive mood associated with receiving eagerly awaited tickets, as well as the trust the customer has in the brand. The Ticketmaster insert programme is both a very responsive and very popular channel!

### Overview

#### Gender

#### Online Activity

#### Age

## Profile

Keen leisure spenders

56% female

88% known internet users

Predominantly 25-54 years

### Base Rate

### Agency Commission

## Rates

£40/000

10% to DMA registered brokers

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

Annual volume: 1.1 million approx

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

## 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 210 x 100mm (or folded to this size). Inserts which are unusually shaped, or weigh more than 10g may, if accepted, incur an additional charge.

## Ticketmaster 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