

The Writers Bureau has been providing home study courses in creative writing since 1989, helping budding writers realise their dream of becoming published authors.

The wide variety of specialist writing subjects on offer attract ABC1s of all ages and experience, from retired individuals to senior management professionals. Each will have paid significant fees (on-line) for their course, are creatively driven and responsive to direct mail. This is a highly targeted list of creative individuals, with disposable income, who are actively seeking activities for the purpose of self-fulfilment.

Profile

Gender	63% female
Age	81% aged 25-64
Income	36% earn £30,000+
Home-ownership	78% own a home
Children	71% have children

Rates

Base Rental	£90/000
Charity discount	£5/000
Selections	£5/000
Gender	
Recency	
Geography	
Run on Charge	£7.50/000
Production/Delivery	£30
Minimum Order	3,500
Agency Commission	15% to DMA registered brokers

0-12 month volume: 3,500

Total volume: 16,000

www.writersbureau.com

Fresh Data:

Students of The Writers Bureau are recruited through direct mail campaigns, TV advertising and national newspaper or magazine advertising. The file is updated annually, with every record PAF verified and MPS cleaned. Incomplete records are removed, along with any with 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, ensuring accurate counts and data reach 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.

The Writers Bureau Postal 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.

