



## OVERVIEW

Postal geography is the most common method of analysing and mapping corporate information for business users due to the almost universal knowledge of the Postcode by consumers and businesses alike.

Many businesses hold postcoded address databases of their customers. The use of digital Postcode geography, allows the relationship between the customer and their geographic location to be established.

Postcode information may be mapped to analyse various relationships including the distribution of customers or sales by product line or period. Postcode information may also be mapped against one of the many geodemographic or business datasets to provide broader market analysis.

### APPLICATIONS

Used for all market analysis applications including direct marketing, retail planning and media analysis

Management of sales territory structures on a local level

Integrate with data e.g. Census to display geodemographic trends and patterns

Geographic Searching

Thematic Mapping

### SUPPLY OPTIONS

Data is available in all major GIS and desktop mapping systems including GeoAnalyser, MapInfo, ArcInfo and ArcView

Data can be supplied via CD or via our FTP server

### KEY FEATURES/ BENEFITS

Incorporates the latest Postcode changes across the Geoplan range

Produced directly from Ordnance Survey maps at 1:50,000 scale

Produced in association with Royal Mail

Includes Postcode Point data for alternative geographical analysis

Easily match to internal data sets

### PRODUCT CONTENT

Postcode Areas are defined by the first one or two characters of the full postcode (e.g. HG from HG1 5AW)

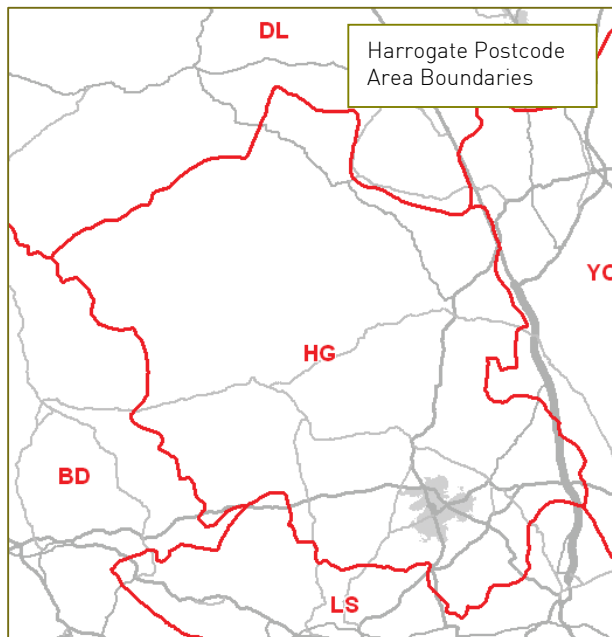
Latest Postcode Geography (updates every six months)

UK coverage: Includes England, Wales, Scotland and Northern Ireland. Also includes the Channel Islands and the Isle of Man, providing extensive Postcode coverage.

Contains all Postcode Areas

Attributes include Postcode Area size.

Data is supplied with OSGB map projection



Digital sample data NOW available covering the HG Postcode Area can be downloaded from [www.geoplan.com](http://www.geoplan.com) or please ring on 01423 569538

CONT



## EXTRA FEATURES PROVIDED

### Postcode Area Points

Also supplied is the equivalent Point data representing the geographic centre of each Postcode Area boundary.

### Six Monthly Updates

Geoplan updates its entire Postcode product range every six months to provide the most up to date and accurate dataset available and to ensure the best possible match between data products.

### Technical Support

When purchased with Geoplan's ESP (Enhanced Support Programme) technical support is provided to give you assistance with your data. Geoplan's support team has a wealth of knowledge and can help you get the most out of your data.

## OTHER OPTIONS

Specialised formats

Alternative map projections

Additional attributes e.g. Administrative geography

## FURTHER PRODUCTS AVAILABLE


If this product does not meet your requirements please speak with one of Geoplan's experienced sales consultants for advice on our other standard data sets, or consultancy options.

- Postcode Boundaries
- Postcode Points
- Postcode Databases
- Administrative Data
- Media Boundaries
- Demographic Databases
- Business Databases
- European Maps
- World Maps
- Map Bases

## PRICING

Prices quoted are for single user. For information on multi-user licenses please contact us on 01423 569538.

Single User License	£120
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Single User License with  (Enhanced Support Programme)	£168
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Single User Updates	£30
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