



**howse jackson**  
marketing ltd

affinity marketing list sales list & insert planning hj digital

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## Affluent Fine Food Mail Order Buyers

### General Information:

Donald Russell has created a successful mail order division supplying high quality meat and fish to consumers within the UK.

Aimed at the more affluent individual, Donald Russell is committed to offering value for money, great tasting product and an unrivalled level of customer service.

Customers are acquired via a number of marketing channels including direct mail, 3<sup>rd</sup> party inserts and off the page advertisements. This file is expected to grow significantly throughout the next 12 months.

### Profile:

- AB's aged 45 yrs+
- Household income £35k+
- 60% are female
- 65% are multi-buyers
- Broadsheet readership
- Interests include gardening, good food & wines, arts, travel & the National Trust
- 99% pay using a credit card
- Financially astute

### Selections:

- Geographic
- Gender
- Recency
- Multi-buyers
- Order value

### Volumes:

- 80,000 postal records
- 10,000+ updated on a quarterly basis

### Useful Information:

The Donald Russell customer file represents an excellent opportunity to target the UK's affluent and responsive direct mail audience.

This file will work well for high quality mail order products, financial services including investments, magazine subscriptions, wine clubs, travel and gardening offers.

### Costs:

<b>Base Rental:</b>	£120/000
<b>Selections:</b>	£15/000
<b>Delivery:</b>	£60.00
<b>Run On:</b>	£13/000
<b>Commission:</b>	15%
<b>Min. Order:</b>	5,000 records

### Contact:

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