



howse jackson
marketing ltd

affinity marketing list sales list & insert planning hj digital

For more information please contact:

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General Information:

Force 4 Chandlery has placed its new customer database of approx 80,000 affluent mail order buyers onto the market exclusively through HJ Marketing.

Force 4 Chandlery has been supplying sailing equipment to yachtsmen since 1977 and has built up a reputation for offering quality, service & value for money. A highly successful Mail Order business with retail shops in **Bristol, Poole, Lyminster & Chichester**.

Profile:

- AB's
- 79% male
- Aged 45yrs +
- Loyal multi-buyers
- Older & extended asset rich families
- Boat ownership
- Multiple car ownership
- Married
- 100% long-term homeowners

Selections:

- Geographic
- Gender
- Recency
- Multi-buyers

Volumes:

- 80,000+ postal records

Useful Information:

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

Costs:

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

Contact:

To request counts or additional information, please contact:

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