



howse jackson
marketing ltd

affinity marketing list sales list & insert planning hj digital

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GIZOO

GADGETS, GIFTS & GIZMOS

Buyers from Gizoo.co.uk

General Information:

Gizoo.co.uk mail order customer database is now available to third party mailers exclusively through Howse Jackson Marketing.

Products purchased range from the highest quality professional cork screws to remote controlled planes and computer peripherals.

Recruited via ongoing direct mail, online activity and telemarketing, a significant percentage of these customers are multi-buyers with 70% purchasing goods more than once per year.

Regular holiday bookers with interests in reading, food and drink, household/consumer products and fashion.

Profile:

- Age 25 yrs+
- Household income £30k+
- 80% are male
- 95% pay using a credit card
- Financially astute
- 65% are multi-buyers
- All own a home PC and have internet access
- Interests include travel, cookery and DIY

Selections:

- Geographic
- Gender
- Recency
- Multi-buyers

Volumes:

- 130,000 postal records
- updated on a quarterly basis

Useful Information:

This file is a must for any Mail Order promotion/offer or product, financial services including credit cards, magazine subscriptions, travel and quality household/consumer products.

Costs:

| | |
|---------------------|---------------|
| Base Rental: | £105/000 |
| Selections: | £15/000 |
| Delivery: | £60.00 |
| Run On: | £13/000 |
| Commission: | 15% |
| Min. Order: | 5,000 records |

Contact:

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