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affinity marketing list sales list & insert planning hj digital

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"I buy from..."

General Information:

The "I Buy From ..." database is brand new to the market and the first of its kind to **represent known buyers from over 50 of the UK's Mail Order companies**. All names have actually purchased from one or more catalogue within the last 12 months. This database is exclusively available for rental through HJ Marketing, with these variables unavailable from any other source.

"I Buy From ..." is expected to quickly become one of the most in depth and responsive Mail Order buyers files in the UK.

Profile:

- 100% buyers file
- Age 30yrs+
- Average – above average Household Income
- 65% are female
- 95% pay using a credit card
- Regular Mail Order purchases
- Home internet access
- Interests include travel, cookery, DIY, leisure, books, wines & current affairs.

Selections:

- Mail Order Co. purchased from (see stats sheet)
- No. children in household under 18 yrs
- ISP provider
- Mobile phone provider
- Newspaper Readership
- Geographic
- Gender
- Recency
- Multi-buyers

Volumes:

- 128,000 postal records
- 94,000 e-mail address available
- 49,000 telephone no.s (Post TPS)

Useful Information:

This file is expected to work well for most mail order offers, financial, credit card, book clubs, competition offers, magazine subscriptions, travel and gardening offers.

Costs:

Base Rental:	£110/000
Mail Order purchased from:	£25/000
Basic selections:	£15/000
Delivery:	£60.00
Run On:	£13/000
Commission:	20%
Min. Order:	5,000 records

Contact:

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