



**howse jackson**  
marketing ltd

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To request counts or additional information  
please contact:

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### 0-12 month Prize Draw Responders – 300k+

#### General Information:

In addition to the lapsed customer data from Readers Digest, HJM are very pleased to offer the 0-12 month Prize Draw database. This file is updated on a quarterly basis and is mutually exclusive to the main lapsed customer file. All records on this file are 0-12 months and have been validated to show that over 95% are proven mail order buyers.

With a wide range of interests include gardening, music, home shopping, travel, crosswords and reading, this file will continue to grow whilst offering a strong platform for most third party mailers.

#### Profile:

- 44% female
- Homeowners
- Aged predominantly 35+
- Professionals, older families & empty nesters with high disposable income.

#### Volumes:

- 315,210 Prize Draw Resp. (0-12 months)
- 100,000+ records updated on a quarterly basis

#### Selections:

- Geographic
- Gender
- Recency
- Age band
- Marital status
- Hotline 'latest' names
- Look-alike profiling available\*

#### Useful Information:

This file continues to work well for mail order, financial, fundraising, publishing & competition offers.

#### Costs:

<b>Base Rental:</b>	£95/000
<b>Selections:</b>	£15/000
<b>Delivery:</b>	£35.00
<b>Run On:</b>	£13/000
<b>Commission:</b>	10%
<b>Min. Order:</b>	5,000 records

#### Contact:

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