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Serif

Software with Imagination

Mail Order Software Buyers

General Information:

From one of the UK's most successful Mail Order companies, The Serif Mail Order Buyers Masterfile. Now, exclusively available for third party mailings via **Howse Jackson Marketing**. Serif is the world's largest independent publisher of desktop publishing and web design software including photo-editing, drawing and graphics products.

A 100% customer file with approx 120,000 new records recruited each year via direct mail and telemarketing activity.

Profile:

- 100% buyers file
- Age 40yrs+
- Household Income £30k+
- 75% 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, DIY.

Selections:

- 630,000 postal records
- 120,000 records recruited each year and updated quarterly.
- 110,000 e-mail address available

Volumes:

- Geographic
- Gender
- Recency
- Multi-buyers

Useful Information:

A significant percentage of this customer base are National Trust members with interests varying from wildlife to DIY, cookery to current affairs and gardening to travel. The Serif customer file represents an excellent opportunity to target the UK's direct mail responsive buying audience.

This file has a proven track record of performing well for most mail order offers, financial, credit card, book clubs, competition offers, magazine subscriptions, travel and gardening offers.

Costs:

Base Rental:	£130/000
Selections:	£15/000
Delivery:	£60.00
Run On:	£13/000
Commission:	10%
Min. Order:	5,000 records

Contact:

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