



howse jackson
marketing ltd

affinity marketing list sales list & insert planning hj digital

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WAREHOUSE
WINES

WINE MERCHANT QUALITY ... AT WAREHOUSE PRICES

Affluent Red Wine Drinkers File

General Information:

The Warehouse Wine Company has placed its file of 35,000 affluent red wine buyers onto the market exclusively through HJ Marketing for the first time.

Profile:

- Age 50 yrs+
- Household income £45k+
- 90% are male
- 85% pay using a credit card
- 100% employed/retired
- 65% are multi-buyers
- Older families
- Multiple car ownership
- Married
- 100% Homeowners

Selections:

- Geographic
- Gender
- Recency
- Multi-buyers
- Telephone numbers

Volumes:

- 35,000+ 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:

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