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marketing ltd

affinity marketing list sales list & insert planning hj digital

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WAREHOUSE WINES

WINE MERCHANT QUALITY ... AT WAREHOUSE PRICES

General Information:

The Warehouse Wine Company has placed its file of 190,000 fine wine buyers onto the market exclusively through **HJ Marketing**.

WWC is one of the UK's leading wine-by-mail companies and will be increasing the file to over 250k records within the next 6 months.

Profile:

- Age 35 yrs+
- Household income £30k+
- 60% are male
- 77% pay using a credit card
- Financially astute
- 65% are multi-buyers
- Interests include travel, cookery and DIY
- Read the Telegraph, The Times, The Express and the Daily Mail.

Selections:

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

Volumes:

- 190,000 postal records
- 100,000+ telephone records
- updated on a quarterly basis

Useful Information:

These buyers are regular holiday bookers, they have a positive outlook on life, their lifestyles and ambitions. An attitude which suggests they like to 'live life to the full' whilst retaining a sensible approach to their purchasing and spending habits. Essentially it's quality and not quantity which drives these buyers into making their regular purchases.

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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