



LIST

## Ambrose Wilson mail order buyers

**Gender:** 96% Female  
**Age:** 55+  
**Income:** £17K+ C2DE

**298,000 buyers (0-12 months)**  
**135,000 buyers (13-24 months)**

Part of the JD Williams Group, this is an identical catalogue to JD Williams but with the Ambrose Wilson brand. This fantastic catalogue sells almost everything; fashion, footwear, household textiles, kitchenware, furniture, electricals, gifts and gardening products.

Ambrose Wilson customers appreciate comfortable fashion and the convenience of home shopping at value for money prices. This file provides 96% female customers, average age 63. 52% claim to have mobility problems, with 12% registered as disabled which makes this file ideal for charity mailings.

### Recruitment

Buyers have been initially recruited via DRTV, national press, inserts, direct mail, colour supplements and women's magazine space advertisements.

### Customer interests

Charities, collectables, holidays, books, magazines and financial services

### Standard rental rates

**Buyers:** £120 /000 | **13+ months buyers:** £95 /000  
Prices exclude VAT

### Selection rates

**Recency:** £5 /000 | **Gender:** £5 /000 | **Geography:** £5 /000  
**Order value:** £10 /000 | **Multibuyers:** £10 /000  
**Product:** £10 /000 | **Newspaper:** £10 /000 | **Age:** £10 /000

### Production costs

**Delivery:** £50 | **Run-on charge:** £12 /000

### Benefits

Mail order and charity responsive | Talk to us about test rates

### Other information

Minimum order 5,000 or £500 | Sample required for approval  
Agency commission - 15% | One time usage only  
N.B strictly no 3rd parties to be inc.

[www.ambrosewilson.com](http://www.ambrosewilson.com)



For more information, please contact one of the sales team on

**01225 480480**

or email

**sales@responseone.co.uk**

In addition, we can also offer print and production services

**www.responseone.co.uk**

