

LIST

## Daxon mail order buyers

**Gender:** 95% female  
**Age:** 55+  
**Income:** £5-15k C1C2DE

**163,000 buyers (0-12 months)**

Daxon is part of the Redcats Group, one of the leading home shopping companies in the world. Daxon is a mail order female fashion catalogue aimed at the older market. With a history stretching back to 1947, Daxon offers real comfort as well as style and a range of healthcare products and handy household items. Catalogues are sent to customers twice per year Spring/Summer and Autumn/Winter.

### Recruitment

Customers are recruited from direct mail, press ads, internet, PR and inserts.

### Customer interests

Books, coach holidays, bingo, charities, pools, lottery and sewing/needlework.

### Standard rental rates

**Buyers:** £110 /000 | Prices exclude VAT

### Selection rates

**Recency:** £7 /000 | **Product and group:** £10 /000 | **AOV:** £10 /000  
**Gender:** £7 /000 | **Online buyers:** £10 /000 | **Payment method:** £10 /000  
**Geographic:** £7 /000 | **Recruitment method:** £10 /000  
**Mosaic group/type:** £10 /000 | **Date of birth:** £10 /000  
**Multibuyers:** £10 /000

### Production costs

**E-mail delivery:** £50 flat fee  
**Run-on charge:** £10 /000

### Benefits

Mail order responsive | Loyal buyers  
Tried and tested niche market

### Other information

Minimum order 10,000 records  
NB: Sample required for approval  
Agency commission - 10%  
One time usage only  
[www.daxon.co.uk](http://www.daxon.co.uk)



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

**01225 480480**

or email

**[sales@responseone.co.uk](mailto:sales@responseone.co.uk)**

In addition, we can also offer  
print and production services

**[www.responseone.co.uk](http://www.responseone.co.uk)**

