

Great Little Trading Co. mail order buyers

Gender: Female bias

Age: 25-44

Income: £35k+

42,000 buyers (0-12 months)

29,000 buyers (13-24 months)

Great Little Trading Company was launched in September 1995, they offer high quality goods for children with a wide selection of products ranging from children's furniture, clothing, educational toys, safety products and holiday essentials.

Recruitment

Customers are recruited from lifestyle magazines, PR, the internet and recommendations from friends.

Customer interests

Holidays in Europe, mail order shopping, gardening, interior design, their children.

Standard rental rates

Buyers: £120 /000 | **Enquirers:** £100 /000 | Prices exclude VAT

Selection rates

Recency: £7 /000 | **AOV:** £10 /000 | **Postcodes:** £10 /000

Gender: £7 /000 | **Multibuyers:** £10 /000 | **Online buyers:** £10 /000

Production costs

E-mail delivery: £50 flat fee

Run-on charge: £10 /000

Benefits

Credit worthy | Loyal customers | Mail order responsive

Niche opportunity | Quick data turnaround

Other information

Minimum order 5,000 names or £500 | NB: Sample required for approval

Agency commission - 10% | One time usage only

www.gltc.co.uk

Great
Little
Trading Co.



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

