

LIST

Gray & Osbourn mail order buyers

Gender: 100% Female
Age: 60+
Income: £30k+ ABC1

41,000 buyers (0-12 months)
21,000 buyers (13-24 months)

Gray & Osbourn is one of the leading catalogue brands in the UK premium home shopping market, providing elegant co-ordinates and versatile outfits for stylish, mature women. Customers tend to be educated, high earning professionals or retired with an average order value around £200! Ideal for travel offers, charity, magazine and financial investments.

Recruitment

Primarily through advertising in magazines and broadsheet newspapers as well as external mailing lists.

Customer interests

Charities, cookery, theatre, wines, holidays, books, fashion, tennis and gardening.

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.grayandosbourn.co.uk



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

