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## High and Mighty mail order buyers

**Gender:** 100% Male  
**Age:** 40-64  
**Income:** £30k ABC1

### Up to 200,000 catalogue mailings per month

High and Mighty is today a multi-channel retailer, operating on the high street, online and through catalogues. High and Mighty always has been and continues to be the market leader in UK big and tall clothing for men delivering fashion that fits for men of above average stature. These customers can be reached via catalogue mailings that are sent out monthly to these loyal mail order buyers.

#### Recruitment

Customers are recruited via direct mail campaigns, broadsheet newspapers and upmarket magazines and in store.

#### Customer interests

Cycling, Walking/Trekking, Gym, Golf, Holidays, Sport, Family, Eating out, Entertaining, DIY, Reading, I.T and Social networking.

#### Insert rates

£45 /000 (based on 7gs insert) | Prices exclude VAT

#### Volumes available

**Catalogue mailings:** Up to 200,000 per month  
Preferred insert size A5 (or A4 folded)

#### Benefits

Short lead times | Able to take heavy inserts  
Mail order responsive  
Loyal customers

#### Other information

Minimum order 50,000 or £500  
NB: Sample required for approval  
Agency commission - 10%  
[www.highandmighty.co.uk](http://www.highandmighty.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)

