

LIST

## House of Bath mail order buyers

**Gender:** 78% Female

**Age:** 45+

**Income:** £25k+ ABC1

**110,000 all buyers (0-12 months)**

Award winning House of Bath was launched in 1998 and has enjoyed continued success ever since. Its USP is quality home living products you cannot find on the high street. It specialises in unusual, good value products for the home and beyond. AOV is high at £50+, and goods in the catalogue range from £6 to £600.

Core products consist of bedding, exclusive mattress toppers, stylish bathroom accessories, clever storage ideas through to mahogany and luxurious damask upholstered furniture.

The file is mailed regularly (approx 13 times a year) and continues to remain clean, refreshed and up to date.

### Recruitment

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

### Customer interests

Arts, books, cookery, gardening, theatre, wine, charities, foreign holidays and the National Trust. 60% of customers are pet owners.

### 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.houseofbath.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**

