



LIST

## Julipa mail order buyers

**Gender:** 96% Female  
**Age:** 60+  
**Income:** £17K+ C2DE

**80,000 buyers (0-12 months)**  
**23,000 buyers (13-24 months)**

Individuals on this file are 100% mail order buyers. Julipa provides mature customers who are young at heart with a convenient one stop department store straight to their door. 66% of this file claim to have mobility problems and 19% are registered as disabled. This makes this file ideal for charity mailings.

### Recruitment

Buyers have been initially recruited via DRTV, inserts, direct mail, and press ads.

### Customer interests

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

### 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.julipa.com](http://www.julipa.com)



For more information,  
please contact one of  
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In addition, we can also offer  
print and production services

**www.responseone.co.uk**

