

LIST

La Redoute mail order buyers

Gender: 95% female

Age: 25+

Income: £25k+ ABC1

222,000 buyers (0-12 months)

Part of the Redcats Group, La Redoute is the number one mail order brand in France and is a family orientated, mail order female fashion catalogue offering a unique blend of quality, service, style and the very latest French creations.

Catalogues are sent to customers twice per year Spring/Summer and Autumn/Winter.

Recruitment

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

Customer interests

Arts & crafts, books, cooking, gardening, theatre, wine, charities, internet, foreign holidays.



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



Standard rental rates

Buyers: £105 /000 | **Enquirers:** £95 /000 | Prices exclude VAT

Selection rates

Recency: £7 /000 | **Date of birth:** £10 /000

Recruitment method: £10 /000 | **Gender:** £7 /000

Product and group: £10 /000 | **Multibuyers:** £10 /000

Geographic: £7 /000 | **Online buyers:** £10 /000

Payment method: £10 /000 | **AOV:** £10 /000

Mosaic group/type: £10 /000

Production costs

E-mail delivery: £50 flat fee

Run-on charge: £10 /000

Benefits

Mail order responsive | High volumes

Wide range of selections available

Other information

Minimum order 10,000 or £500

NB: Sample required for approval

Agency commission - 10%

One time usage only

www.redoute.co.uk

