



LIST

Nightingales mail order buyers

Gender: 100% Female
Age: 65+
Income: £25k+ ABC1

20,000 buyers (0-12 months)
24,000 buyers (13-24 months)

Nightingales is a leading mail order ladies fashion company aimed at delivering a versatile array of high quality clothing to meet the everyday needs of their more mature audience. Nightingales has a loyal customer base to whom looking good is a part of everyday life.

Recruitment

Customers are recruited via direct mail campaigns, midupmarket newspapers and upmarket magazines (The Lady, Good Housekeeping, Woman & Home etc).

Customer interests

Charities, cookery, wines, holidays, books, theatre, tennis, fashion, gardening, UK/European investments & savings.

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.nightingales.com



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

