

LIST

Oxendales mail order buyers

Gender: 96% Female
Age: 60+
Income: £15k+ and/or retired

96,000 buyers (0-12 months)
43,000 buyers (13-24 months)

Individuals on this file are 100% mail order buyers. Oxendales primarily sells a wide range of women's clothing. 60% of individuals claim to have mobility problems, with 18% of the file registered as disabled. This makes this file a banker for charities.

Recruitment

Buyers have been initially recruited via DRTV, national press, inserts, direct mail, colour supplements and women's magazine space advertisements.

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.oxendales.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

