



LIST

Redcats Golden Girls

Gender: Female
Age: 50+
Income: £25k+ ABC1

67,000 buyers (0-12 months)
79,000 buyers (13-24 months)

New to the marketplace, Redcats Golden Girls. These mail order buyers are female all over the age of 50. Each record has full date of birth. These customers are proven to be much more responsive to DM than younger audiences, perfect for those advertisers trying to reach the older market. They have bought more than once from one or more of the Redcats brands.

Recruitment

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

Customer interests

Books, cooking, gardening and charities.

Standard rental rates

0-12 month buyers: £110 /000 | **13-24 month buyers:** £100 /000

Prices exclude VAT

Selection rates

Recency: £7 /000 | **Product and group:** £10 /000 | **Mosaic group/type:** £10 /000

Gender: £7 /000 | **Online buyers:** £10 /000 | **Payment method:** £10 /000

Geographic: £7 /000 | **Recruitment method:** £10 /000 | **AOV:** £10 /000

Date of birth: £10 /000 | **Multibuyers:** £10 /000

Production costs

E-mail delivery: £50 flat fee | **Run-on charge:** £10 /000

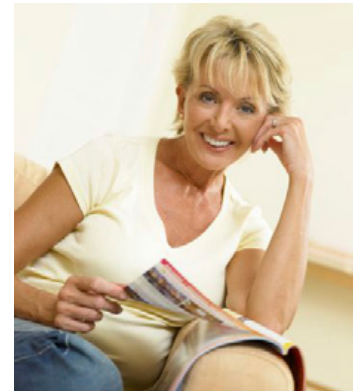
Benefits

Mail order responsive | Loyal buyers

Other information

Minimum order 10,000 records | NB: Sample required for approval

Agency commission - 10% | One time usage only



For more information,
please contact one of
the sales team on

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In addition, we can also offer
print and production services

www.responseone.co.uk

