

LIST

The Shoe Tailor mail order buyers

Gender: 98% Female

Age: 50+

Income: £25K+ABC1

37,000 buyers (0-12 months)

15,000 buyers (13-24 months)

This catalogue was launched in 1996 following a shoe survey where it was confirmed that women were looking for wider fitting footwear.

Marketed predominantly on ladies footwear from a large range of sizes and width fittings 4-10 and D-EEEE which is the most extensive range in Europe and also dominates the wide fitting shoe range on the internet.

Merchandise range also includes fashion and household goods.

Recruitment

Buyers are recruited from 2 stage DRTV, national press, colour supplement and women's magazine space and insert advertising as well as 1 stage merchandise space advertising.

Customer interests

Shopping via mail order, books/reading, cookery, gardening, sewing/needlework and holidays in the UK/Europe.

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.shoetailor.com



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

