

LIST

## Vertbaudet mail order buyers

**Gender:** 98% female

**Age:** 25 - 44

**Income:** £20k+ ABC1

**67,000 buyers (0-12 months)**

Vertbaudet has been a favourite with parents in France for over 40 years and was launched in the UK in 1997 by the Redcats Group. It is now the largest mail order childrenswear catalogue in the UK, selling children's clothing, maternity wear, pushchairs, car seats, toys, bedroom essentials and nursery equipment.

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

Books, cooking, wine, charities, internet, foreign holidays and financial products.

### Standard rental rates

**Buyers:** £110 /000 | **Enquirers:** £100 /000 | Prices exclude VAT

### Selection rates

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

**Gender:** £7 /000 | **Online buyers:** £10 /000 | **Mosaic group/type:** £10 /000

**Geographic:** £7 /000 | **Date of birth:** £10 /000 | **Payment method:** £10 /000

**Age of child:** £10 /000 | **Recruitment method:** £10 /000

**Multibuyers:** £10 /000

### Production costs

**E-mail delivery:** £50 flat fee

**Run-on charge:** £10 /000

### Benefits

Loyal customers | Niche market

Ongoing recruitment

### Other information

Minimum order 10,000 or £500

NB: Sample required for approval

Agency commission - 10%

One time usage only

[www.vertbaudet.co.uk](http://www.vertbaudet.co.uk)



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

**01225 480480**

or email

[sales@responseone.co.uk](mailto:sales@responseone.co.uk)

In addition, we can also offer print and production services

[www.responseone.co.uk](http://www.responseone.co.uk)

