

2Lips UK

Average Monthly Competition Entrants 5,200
Average Monthly Buyers 6,500 / £120.00/M

These are mail order buyers from an 18+ adult catalogue. The catalogue has various products of an adult nature ranging from DVD's to Potency Enhancers.

The average buyer is an older male in his 40s, 50s and even 60s and 70s. They have high disposable income with over 40% being multi-buyers and the average order value being around £35. The majority of them pay by credit card with cheque being the next biggest payment method.

2Lips also run a competition where entrants are attracted at the prospect of winning £5,000, DVDs and other great prizes. The consumers on this file are all attracted by adult offers, financial offers and are heavy mail order users. 70% Homeowners

Prices are quoted in Pound Sterling

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Jennifer Cowden jennifercowden@jrdirect.com
Tel +1 604 940 0277 (ext 143)

► Exclusive!

UNITED KINGDOM

Date Recommended: 2/28/11

Recommended By:

Jennifer Cowden
jennifercowden@jrdirect.com

Datacard updated: 7/15/2010

Update Frequency: Monthly

Gender:

95% Males
5% Females

Unit of Sale:

£35.00

Source:

100% Direct Mail

Age:

40 - 70+

Selections:

Competition Entrants	£110.00 / M
Charity Rate	£110.00 / M
Recency	£10.00 / M
Geo	£10.00 / M
Product	£20.00 / M
Order Value	£20.00 / M
Multibuyers	£10.00 / M

Addressing:

Run Charge	£10.00 / M
E-Mail	£50.00 / F

Minimum Order:

5,000 records

Sample required

Members of: ADMA, BCAIM, CMA, DMA, DMAI, FEDMA