

## Anglo-Anzac Jewelry Shoppers UK Buyers

**Average Monthly Hotline** 5,500  
**Universe** 82,000 / \$200.00/M

Reach 100% direct mail buyers of Jewellery who have spent £20.00 if they have correctly answered a skill testing question. These buyers have also entered into a sweepstakes to win a birthday gift of £1,000.

The file is made up of 70% female and 30% males.

Reciprocation is not required.

### Prices are quoted in US Dollar

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](mailto: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](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 7/15/2010

**Update Frequency:** Monthly

**Gender:**

30% Males

70% Females

**Unit of Sale:**

£20.00

**Source:**

100% Direct Mail

**Age:**

45+

**Selections:**

Hotline \$10.00 / M

**Addressing:**

E-Mail \$60.00 / F

Run Charge \$10.00 / M

**Minimum Order:**

5,000 records

**Sample required**

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