

## Health & Home Shopping Buyers UK

**Average 0-3 Months Hotline** **6,000**  
**Universe** **54,794 / £110.00/M**

The Health & Home Shopping Buyers list is comprised of highly responsive customers who have been recruited via direct mail. The HHS product range includes towels, kitchenware, weight control products, beauty and health care products, cleaning and household care items, candles, sewing machines, wardrobe space-savers, tool kits, watches, games, gadgets, garden and car accessories. Order values range between £3.99 - £49.99, average £20.00. The file continues to achieve particularly good responses for health offers and publications, merchandise catalogues, consumer publications, clothing catalogues, charities and insurance/financial offers provide excellent rollout potential.

Also Available: Healthy & Beautiful.

**Additional Pricing Available:** call to confirm current rates €175/M OR USD \$250/M.

Reciprocation is not required.

### 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:

Sheri Tanner sheritanner@jrdirect.com  
 Tel +1 604 940 0277 (ext 146)

UNITED KINGDOM

**Date Recommended:** 4/29/10

**Recommended By:**

Sheri Tanner  
 sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Update Frequency:** Monthly

**Gender:**

32% Males  
 65% Females

**Unit of Sale:**

£3.99 - £49.99, average £20.00

**Source:**

100% Direct Mail

**Selections:**

Hotline	£15.00 / M
Gender	£5.00 / M
Recency	£10.00 / M

**Addressing:**

E-Mail	£35.00 / F
Run Charge	£8.00 / M

**Minimum Order:**

5,000 records

**Sample required**

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