

Home Improvement Product Buyers UK

Average Monthly Hotline **19,500**
0-3 Month Buyers **50,729 / £105.00/M**

4+ Month Buyers Base Rate £95/M
With Telephone Number Base Rate £130/M - **NEW**
**Volume discounts available - inquire
**Minimum order for telephone numbers 10,000

These highly responsive buyers are active in the DIY market and have taken on large home improvement projects in the last year (in some cases using professional services).

They have show a special interest in DIY projects and gardening.

Products include:
Garden Tools (35%); DIY Tools (46%); Home Decor (62%);
Home Projects (cupboard installations, shelves, simple plumbing and electrical projects (21%)

60% of the file has an average spend of £53.00 while the rest has values from £200-£3,000.

Available Selections: Gender, Age, Product, Multi Buyers, Postcode, Direct Mail Sold and more.

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)

► Exclusive!

UNITED KINGDOM

Date Recommended: 4/29/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datcard updated: 4/15/2010

Update Frequency: Monthly

Unit of Sale:

£53.00

Source:

50% Direct Mail
35% Telemarketing
15% Space Ads

Age:

Average Age 40+ and retired

Selections:

Selections £10.00 / M
Unlimited Selections £25.00 / M

Addressing:

E-Mail £50.00 / F

Minimum Order:

5,000 records

Sample required

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