

## Market Wise Gadget & Merchandise Buyers UK

**Average Monthly Hotline** **9,500**  
**0-3 Month Buyers** **27,691 / £110.00/M**

4+ Month Buyers Base Rate £100/M  
With Telephone Number Base Rate £135/M - **NEW**  
\*\*Volume discounts available - inquire  
\*\*Minimum order for telephone numbers 10,000

Mature and affluent families who purchase electronic gifts and gadgets, that are not usually available on the high street. Most have computers and often use this as a method to make purchases. Average price of gadgets purchased £35, 83% using their credit cards.

Online purchases include electronics, homeware, games and gifts with an average spend of £62, 42% of these have purchased twice with the last 6 months

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

Areas for marketing, home improvement products, sports and leisure wear, upmarket clothing, foods and luxury goods. health improvement products.

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:

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

**Unit of Sale:**

£35

**Source:**

70% Direct Mail

**Age:**

25% under 30, 63% under 50,  
12% retired

**Selections:**

Unlimited Selections £25.00 / M  
Selections £10.00 / M

**Addressing:**

E-Mail £50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

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