

New Dawn Astrology - United Kingdom

Average Monthly UK Buyers **5,400**
Universe **75,000 / \$180.00/M**

This new Astrology/Eso list offers access to committed, highly responsive UK buyers of astrology products. People who aspire to better their lives & who work towards achieving their goals. This exciting file would be suitable for other Eso/Astrology offers, Sweepstake mailers, Competitions, Jewellery, Gardening, Mature Fashion and General Mail Order offers, Health & Beauty and Charity mailers.

70% female who are married/widowed with children/grandchildren.

Occupation: Office/Clerical/Housewife

Average HHI of up to £30K per annum.

Credit Card Holders.

Homeowners; Property Type: Semi-detached/Terrace

Hobbies/Interests: Astrology, Comps, Pools, Collectibles, Gardening.

Shopping by Mail Order: Fashion, Books, Gardening.

Charity: Wildlife, Animal Welfare, Health Research, Children's Welfare

Also Available: New Dawn Astrology - Germany

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
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(ext 143)

► Exclusive!

UNITED KINGDOM

Date Recommended: 2/28/11

Recommended By:

Jennifer Cowden

jennifercowden@jrdirect.com

Datacard updated: 8/15/2010

Update Frequency: Monthly

Gender:

70% Females

Source:

100% Direct Mail

Age:

45+

Selections:

Buyers Charity Rate \$160.00 / M

Sweeps No's Base \$160.00 / M

Sweeps Charity Rate \$100.00 / M

Recency \$30.00 / M

Geographic \$15.00 / M

Gender \$15.00 / M

Keycoding \$10.00 / M

Addressing:

Email/FTP \$45.00 / F

Run Charge \$10.00 / M

Minimum Order:

5,000 records

Sample required

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