

## BUY AT HOME

**0-12 month postal: 252,458**

**0-12 month email: 292,465**

The Buy At Home file is made up using a group of 4 catalogues, 3 of these targeting the greyer market. Over 85% of the Buy At Home database purchase their products online, opposed to postal or telephone ordering. These customers are internet savvy with many being repeat buyers. The products on sale are footwear and clothing, with the AOV being £50.

### Profile, Interests and Lifestyle

- 50/50 male/female split.
- Aged 45-55 years.
- Income £20k+.
- Online buyers.
- Repeat buyers.
- AOV £50.

### Recommended Users

- Online offers
- Travel
- Publishing
- Financial offers
- Charities

### Rental Rates

Postal data	£120	/000
Email data	£110	/000
Recency	£10	/000
Gender	£10	/000
Geography	£10	/000
AOV	£10	/000
Method of purchase	£10	/000
DOB	£10	/000
Production fixed	£50	

Email data released.

### Terms & Conditions

Sample mail piece required  
 Rates for one time usage only  
 Minimum order 5,000 records  
 All costs exclude VAT

