

CHUMS

0-12 month postal: 243,116

Chums are a well established mail order company specialising in comfortable, good value clothing for both men and women. Alongside Chums traditional clothing range they also sell a wide variety of soft furnishings and their "EasyLife" range aimed at consumers with minor disabilities. The Chums customers tend to be recruited via off the page advertising in national press, inserts and direct mail. The Chums customers are loyal mail order buyers who love a bargain but without the need for credit.

Profile, Interests and Lifestyle

- Predominantly aged 60+.
- AOV £40.
- 50/50 male/female split.
- Mail order buyers.
- 65% multi-buyers.
- C1C2D.
- Bargain hunters.
- Direct marketing responsive.

Rental Rates

0-3 day postal	£120	/000
Postal data	£110	/000
Recency	£7	/000
Gender	£7	/000
Geography	£7	/000
Multi-buyers	£10	/000
Order value	£10	/000
Age	£10	/000
Production fixed	£50	

Terms & Conditions

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

