

DIRECTORS WIVES

0-12 month postal: 496,780

The Directors Wives file has been compiled in conjunction with a company that specialises in drawing data from multiple sources and collating it into one central database, offering a unique depth of data. This dataset has been created specifically for mail order and charity mailers, although it is expected to be responsive for most high ticket value offers. The file has been created by looking at company director's wives and then enhanced further using age, affluence and lifestyle indicators.

Profile, Interests and Lifestyle

- 100% female
- Over 75,000 are investors
- ABC1
- Many have children
- 85% aged 40+
- 90% homeowners
- Minimum house value £250,000
- Over 80,000 mail order buyers

Recommended Users

- Charities
- Mail order
- Financial offers
- Leisure
- Investments

Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Selections	£10	/000
Run on Fee	£15	/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