

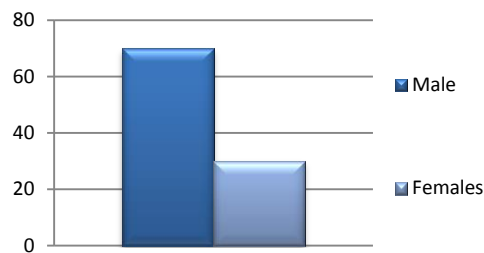
FIFE COUNTRY

0-12 month postal: 7,985 • 13-24 month postal: 4,553

Fife Country has been established for over 120 years and offers an extensive range of country clothing and footwear. Fife Country prides themselves on offering quality products that also represent good value for money. All the names are active mail order buyers from their catalogue or online at www.fifecountry.co.uk. Their consumers have an average order value of £75+ and there are a high proportion of multi-buyers on the file. The consumers are interested in outdoor pursuits and take a keen interest in the environment.

Profile, Interests and Lifestyle

- 100% mail order buyers.
- Above average incomes.
- Interested in outdoor pursuits.
- Interested in financial products.



Recommended Users

- Charity
- Non-competitive mail order
- Financial
- Publishing
- Investment

Rental Rates

Postal data	£105	/000
Charity rate discount	£10	/000
Gender	£5	/000
Geography	£5	/000
Recency	£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

