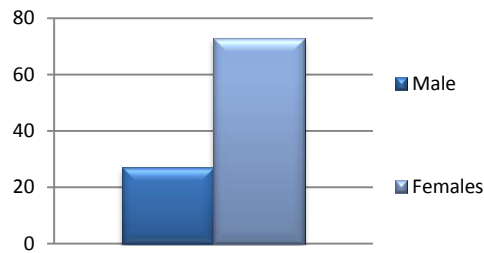
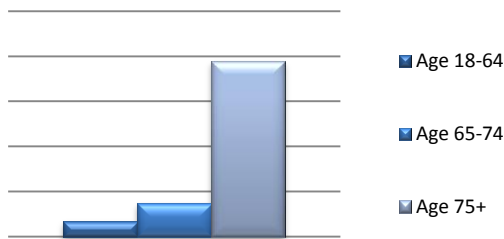


GARDEN ABILITY

0-12 month postal: 10,913

Garden Ability is a leading mail order catalogue promoting products for the garden, including; gardening clothing and footwear, planters, ornaments, plant care, outdoor tools and more. Customers have been recruited mainly via off the page advertising as well as catalogue mailings. The average order value is £25. There are a high percentage of multi-buyers, making the data particularly responsive.



Profile, Interests and Lifestyle

- 100% mail order buyers.
- 40% have incomes of £40k+.
- 71% retired.
- 39% play the National Lottery.
- 55% donate to charity.
- 52% married.
- 47% enjoy gardening.
- 47% are regular readers.

Rental Rates

0-30 day postal	£120	/000
Postal data	£105	/000
Charity rate discount	£10	/000
Gender	£5	/000
Geography	£5	/000
Recency	£10	/000
Payment method	£10	/000
Multi-buyers	£15	/000
Age	£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

