

## GREAT LITTLE TRADING CO.

**0-12 month postal: 13,078**

Great Little Trading Co. is an award winning mail order company supplying a range of quality children's products including toys, furniture, soft furnishings and more. Products are targeted at children aged 0-10 years. The average order value is £100. The Great Little Trading Co. customer is a loyal one and they shop repeatedly whilst their children are growing up. The company collects their customers using both traditional and new media including; inserts, online and direct mail.

### Profile, Interests and Lifestyle

- 90% female.
- 63% have incomes of £50k+.
- 73% married.
- Highly active mail order buyers, many making 5+ purchases per year.
- 92% have credit cards.
- 99% are internet savvy.
- 67% interested in healthy eating.

### Recommended Users

- Charities
- Non-competitive mail order
- Financial services
- Leisure offers

### Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Gender	£10	/000
Geography	£10	/000
Recency	£10	/000
Order value	£10	/000
Multi-buyers	£10	/000
Online buyers	£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

