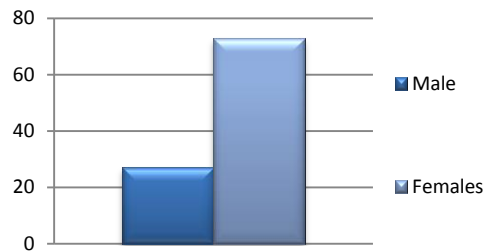
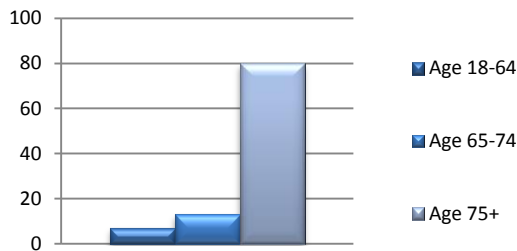


HOUSEWARES DIRECT

0-12 month postal: 20,085

Housewares Direct is a leading mail order catalogue selling a range of items designed to solve problems around the home and garden. There are easy to put on items and accessories, kitchen appliances and cooking aids. Many of these products are aimed at an older, less agile audience. Customers have been recruited via off the page advertising, inserts as well as catalogue mailings. The average order value is £25, and a large percentage are multi-buyers.



Profile, Interests and Lifestyle

- 100% mail order buyers.
- 61% homeowners.
- 71% retired.
- 47% enjoy gardening.
- 40% have incomes of £15k+.
- 31% support health related charities.
- 39% play the lottery.
- 24% donate to animal charities.

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

