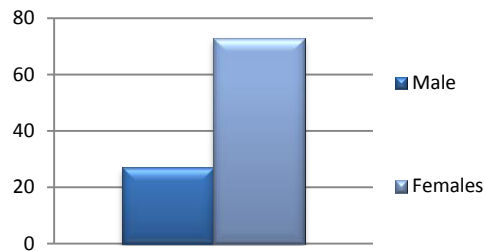
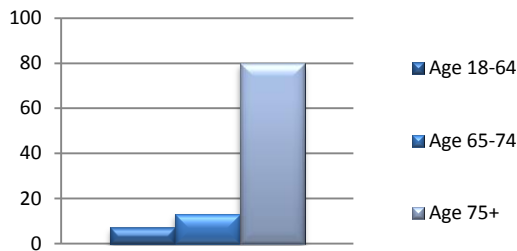


## KINGSTOWN SWEEPS BUYERS

**0-12 month postal: 202,974**

The Kingstown Sweeps Buyers file contains buyers who have purchased from All The Very Best, Foot Friendly, Healthy Living Direct, Housewares Direct, Affordable Choices or one of the other Kingstown catalogues. All of the Kingstown buyers are automatically entered into a sweepstake draw to try and win up to £75,000 with every purchase. The company has a high level of repeat shoppers and a loyal database of customers. This sought after list is limited to approved rentals and has a larger volume of regular users.



### Profile, Interests and Lifestyle

- 100% mail order buyers.
- 61% homeowners.
- 71% retired.
- 47% enjoy gardening.
- 72% 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

