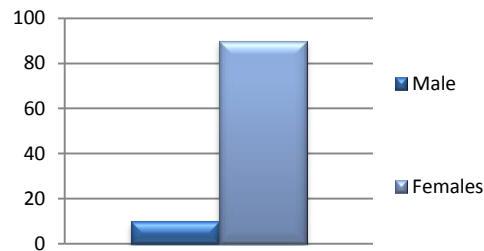
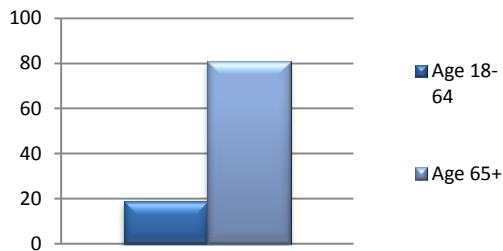


## MATURE BARGAIN HUNTERS

**0-12 month postal: 816,851**

Mature Bargain Hunters is a list that has been created specifically for offers tailored towards older, less affluent consumers. It is sourced from Transactis, a unique data pooling company – bringing together transactional and lifestyle data to create highly responsive audiences. The list has been uniquely created and includes a combination of mail order recency, cross references with expenditure and response history.



### Profile, Interests and Lifestyle

- 100% mail order buyers.
- 48% marries families.
- 30% read the Sun.
- 47% regular gamblers.
- 25% involved in charity work.
- 26% have pets.
- 46% interested in DIY.
- 60% active gardeners.

### Recommended Users

- Charity
- Financial
- Leisure

### Rental Rates

Postal data	£140	/000
Charity rate discount	£10	/000
Selections included;		
Gender		
Age (bands)		
Charity type		
Geography		
Recency		
Affluence Level		
Run on Fee	£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