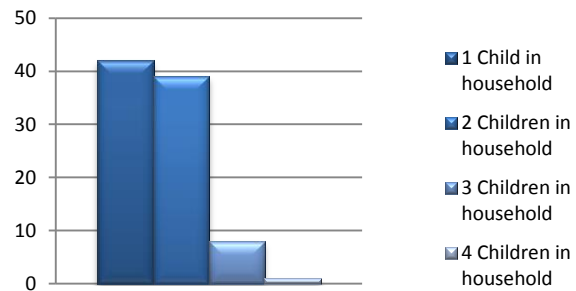
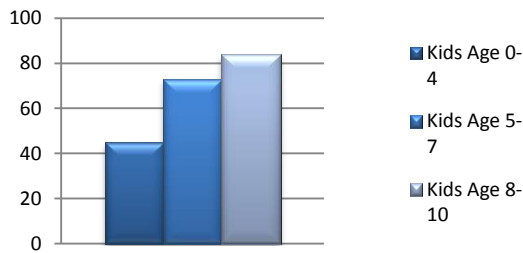


ORCHARD FAMILY

0-12 month postal: 6,587,800

Orchard Family is a list that has been specifically created for offers that are aimed towards parents with children under 12. The data, sourced from Orchard, is a multi-sourced data set, combining some of the largest and renowned datasets within the UK. The list has been uniquely created by selecting out families with young children who are active responders to direct marketing.



Profile, Interests and Lifestyle

- 54% females
- 69% homeowners
- 71% under 45 years old
- 61% have incomes of £0-£40k
- 6% have child/ren under 1 year
- 8% have child/ren age 1-2 years

Recommended Users

- Mail order
- Charities
- Leisure
- Tourism
- Publishing

Rental Rates

Postal data	£100	/000
Email data	£150	/000
Telephone data	£160	/000
Selections	£10	/000
Email broadcast	POA	
Run on Fee	£10	/000
Production fixed	£50	

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 postal & telephone records.
 10,000 email records.
 All costs exclude VAT

