

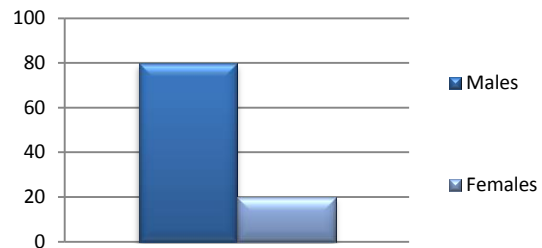
WINE CONSUMERS

0-12 month postal: 197,743

The Wine Consumers data pool is all transactional data and tracks live purchases of consumers that are buying wine via mail order and through wine clubs. This makes the data a fantastic opportunity for marketing to affluent buyers. Consumers have purchased a range of wines from around the world based on their own personal tastes. They are regular buyers and know that they are buying from trustworthy suppliers at the right price.

Recommended Users

- Charities
- Investments
- Financial offers
- Mail order



Profile, Interests and Lifestyle

- Aged between 38-53 years
- Average incomes £43,000
- 97% homeowners
- Many take 2+ holidays per year
- 70% enjoy fine dining
- 85% share holders
- 70% above average house value

Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Selections	£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