

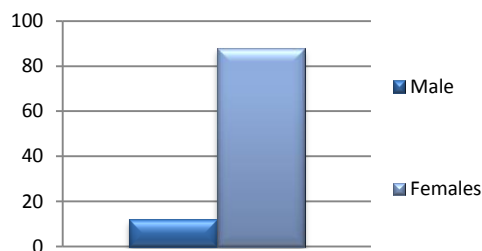
WOOLOVERS

0-12 month postal: 32,074

Woolovers has been established for 20+ years and is a small family run business supplying woollen knitwear, cashmere products and silk garments to consumers. They offer unbeatable value without compromising on quality. Woolovers originally promoted their products through country fairs and trade shows but do to their popularity have now moved to online and catalogue promotions. However, they still attend over 100 events a year to promote their knitted garments. Their product range is aimed at both males and females who have a vested interest in purchasing stylish yet durable garments that can be used on a day to day basis. The average order value is £50.

Recommended Users

- Charities
- Non-competitive mail order
- Food & wine
- Travel
- Financial



Profile, Interests and Lifestyle

- 100% mail order responders.
- Over 86% aged 45+.
- 62% have incomes of £20k+.
- 67% married.
- 71% like gourmet food, eating out & fine wine.
- 40% interested in charities, National Trust & volunteer work.
- 80% homeowners
- 47% read broadsheets.
- 58% like gardening,
- 47% enjoy reading.

Rental Rates

0-30 day postal	£120	/000
Postal data	£110	/000
Charity rate discount	£10	/000
Recency	£7	/000
Gender	£7	/000
Geography	£7	/000
Multi-buyers	£7	/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

