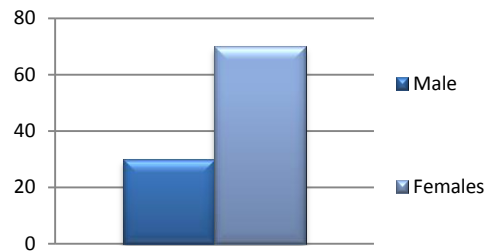
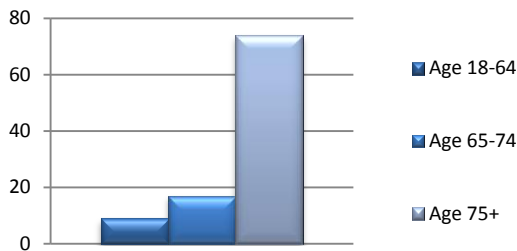


AFFORDABLE CHOICES

0-12 month postal: 30,624

Affordable Choices is a leading mail order catalogue selling a range of items designed to solve problems around the home and garden. These include gadgets, household accessories and easy to put on items. Many of the products are designed for an older, less agile audience and include aids for easier living. Customers have been recruited mainly via inserts and off the page as well as catalogue mailings. The average order value is £25, many of customers are multi-buyers.



Profile, Interests and Lifestyle

- 100% mail order buyers.
- 61% homeowners.
- 71% retired.
- 47% enjoy gardening.
- 40% 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

Affordable Choices