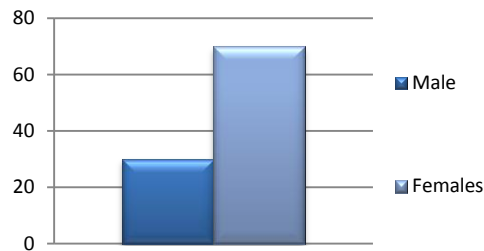
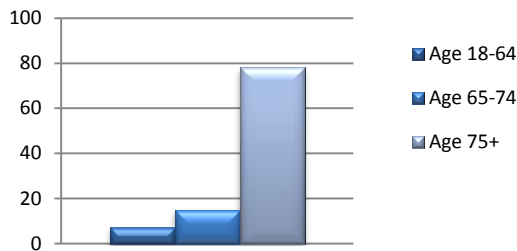


ALL THE VERY BEST

0-12 month postal: 28,141

All The Very Best is a leading mail order catalogue promoting the best sellers from the Kingstown catalogues. Many of these products are designed for the older, less agile audience and include easy to put on accessories and aids for easier living. There is also a range of products for the home and garden, including ornaments, kitchen appliances and cooking aids. Customers have been recruited mainly via inserts and off the page advertising as well as catalogue mailings. The average order value is £25. There are a high percentage of multi-buyers, making the data particularly responsive.



Profile, Interests and Lifestyle

- 100% mail order buyers.
- 40% have incomes of £40k+.
- 71% retired.
- 39% play the National Lottery.
- 55% donate to charity.
- 52% married.
- 47% enjoy gardening.
- 47% are regular readers.

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

ALL THE VERY BEST