

Collectables

QUANTITY RATE Mail Order Buyers 161,291 Postal Rate £ £100 /1000

PROFILE * Mail Order Buyers of Collectibles items.*

A highly responsive database of mail order buyers who have spent an average of £105.00 on their hobby. With proven disposable income, these customers have responded via direct advertising, inserts, and direct mail.

These highly responsive collectors are typically over 50 years old, interested in collectables and have disposable income to spend on their interests. The file presents an ideal opportunity to mail collectors and enthusiasts who purchase a number of collectible products including reproduction watches, Faberge style eggs and handcrafted models.

The file is highly selectable – you can target female or males, by the type of product collected. It is an ideal list for charities, offers for over 50s such as insurance, mail order catalogues and health and vitamin offers.

Typical Profile presents:

- Male 66%/34% Female
- Predominantly aged 45+.
- Interests include Cookery, Reading, Health, Clothes, Music, Books, Collecting.
- Average order value £105.00.
- Average Income
- Mail order buyers.
- Homeowners.

Product Selections: Collectable Eggs, Planes & Trains, Motor Sports and Pocket Watches

Please find further information on Atlas Editions on their website www.atlaseditions.co.uk

Available for rental and swap. Insert programmes also available.

Base Rental:	£100 /000
Charity	£ 90/000

SELECTIONS	Multi-buyers	£10/000
	Product:	£10/000
	Geography:	£10/000
	Gender:	£10/000
	Recency:	£10/000

DELIVERY	Minimum order:	5,000 names
	Delivery time:	3-5 working days

- INVOICE**
- List supplied for one off use. List is seeded to ensure detection of unauthorised use.
 - Minimum order quantity 5,000 names
 - Prices are exclusive of VAT, delivery and selections
 - Mail date & mailing piece required before approval can be given on all mailings
 - Competing charities must reciprocate otherwise a non reciprocal fee will be charged.
 - Net name agreement: Min order qty 20,000 names: 85% netts £10/000 run-on (de-dupe report must be received within 3 months of delivery date)

DATE August 2008

NEED MORE INFO? Call Olivier or Sam on 0207 456 1380 or email lists@edmmedia.co.uk