

Adult Impotence Buyers & Desire Magazine

Quantity	Adult Impotence Buyers 90,000 0-12 month buyers 16,000 Email Addresses	Desire Magazine 27,000 Subscribers 10,959 Email Addresses
Rental	£120.00 per 1,000 Postal £200 per 1,000 Email	
Geo	UK	
Source	<p>The Adult Impotence Buyers file is 90% male aged 35-70 with an income of £20,000+ and a high level of credit card usage. Customers are generated through small frequent ads in daily and Sunday newspapers, other specialist titles and via direct mail inserts. They are very responsive names with an average 6% response from regular own mailings. Any file cleaning is done on an ongoing basis.</p> <p>Desire Direct is the UK's longest established, largest and leading adult contact magazine. It is available via subscription only. The near-equal gender split is made up of high-spending individuals and couples aged predominantly 18-50 who enjoy a free-spending, hedonistic lifestyle, and are very receptive to mail order offers, particularly sex-related products.</p>	
Selection	Geographic	£7.00 per 1,000
	Gender	£7.00 per 1,000
	Recency	£7.00 per 1,000
	Multi Buyers	£7.00 per 1,000
	Credit Card Users	£7.00 per 1,000
Production	Self Adhesive Labels	£10.00 per 1,000 includes Delivery
	Floppy Disk	£30.00 each includes Delivery
	Key Coding	£2.50 per 1,000
	Running Charges	£8.00 per 1,000
	Email Delivery	£30.00 Each
Minimum Order	5,000 Names	
Restrictions	<p>Once only use permitted Lists seeded to protect misuse List Rental agreement required Emails are released for client to broadcast</p> <p>Note: This file is co-managed</p>	