

Mature Mail Order Buyers

Quantity	192,584 Mail Order Buyers	
Rental	£95.00 per 1,000	
Geo	UK	
Source	<p>These are mail order buyers from Shopatease.net who advertise in many of the Sunday Supplements, womens magazines and also on the internet. All the buyers responded by post orders or credit card orders over the phone.</p> <p>The main products bought centre on the popular lightweight vacuum cleaners such as the Featherlite Powervac and the Royale Powervac and the purchase price per item varies depending on the offer but is usually priced with accessories between £29.94 to £55.00 plus P&P.</p> <p>Now included within the database is Steam 'n' clean – a steam cleaner for Carpets, Upholstery, Hard Floors, Toilets, Taps, Tiles, Ovens, Sinks....</p> <p>These products are ideal for the more mature individual as the lightweight nature of these cleaners suits the older person well.</p>	
Selections	Geographic	£5.00 per 1,000
	Recency	£5.00 per 1,000
	Gender	£5.00 per 1,000
	Nth Name Test	no extra charge
	Order Value	£5.00 per 1,000
	Vac or Steam	£5.00 per 1,000
Production	Floppy Disk/CD	£ 30.00 each
	Mailsort	£ 5.00 per 1,000
	Keycoding	£ 5.00 per 1,000
	Running Charge	£ 8.00 per 1,000
	Flagging	No extra charge
	Delivery	£25.00 flat
	Email Delivery	£20.00 flat
Minimum Order	5000 names	
Restrictions	<p>Once only use permitted Lists seeded to protect misuse List Rental agreement required</p>	

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Product

Vac	173,169
Steam	19,415
TOTAL	192,584

Recency

0-12 month recency	98,156
13-24 month recency	67,831
25+ month recency	26,356
TOTAL	192,343

Gender

Female	135,340
Male	56,354
Unknown	890
TOTAL	192,584

Geographic Region

East Anglia	18,614
East Midlands	11,753
Greater London	9,448
Home Counties	14,321
Islands	301
North East	26,461
North West	22,776
N Ireland	0
Scotland	14,282
South East	25,507
South West	19,150
Wales	12,041
West Midlands	17,930
TOTAL	192,584