

BACKGROUND

Clifford James are a mail order company who primarily sell a range of men and women's clothing. As well as this they also provide a wide range of useful and innovative products for the home and garden as well as mobility and health products for the mature market. Established in 1970, Clifford James' customer are loyal, reflected by the volume of repeat purchases. The vast majority of customers have been sourced via direct mail or off the page, with AOV at £40.

PROFILE

- 60% male
- Typically aged 65+
- HH Income £20k pa, retired
- AOV £40
- Interests include gardening, gambling, the environment, charity, books, and angling
- Regularly donate to charity

RECRUITMENT METHOD

- Off the page
- Direct Mail
- Online

RECOMMENDED FOR

- Charities
- Financial Services
- Publishing
- Health
- Self-improvement/Educational

www.clifford-james.co.uk



LIST: 235,879 names available

POSTAL	72,334 0-12 month buyers 79,364 13-24 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Order Value, Payment Method & Product Purchased
MEDIA RATE	£110 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000

 **020 7534 1760**
 **sales@medialabgroup.co.uk**
 1st floor, Portland House,
4 Great Portland Street, London, W1W 8QJ

