

BACKGROUND

Eckman sell high quality tools and products for the garden, DIY and outdoor living. Products include garden tools, garden equipment, grow-your-own and outdoor living such as BBQ's, Lighting, Patio Furniture and more.

Eckman customers are B, C1/C2, aged 40 years plus, and 60% male. They spend on average £70 per purchase with 75% of all payments made by credit card.

PROFILE

- 60% female
- Aged 40+
- AOV £70
- B, C1/C2

RECRUITMENT METHOD

- Mail Order catalogue
- Page advertising
- Direct mail
- Online

RECOMMENDED FOR

- Charities
- Health
- Publishing
- Financial Services
- Travel
- Utilities

www.eckman.co.uk

LIST: 35,000 names available

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|--------------------------|--|
| POSTAL | 35,000 0-12 month buyers |
| SELECTIONS | Multibuyers, geography, recency, gender, order value |
| DELIVERY | £45 |
| MINIMUM VOLUME | 5,000 |
| MEDIA RATE | £125 per '000 |
| AGENCY COMMISSION | Up to 15% |



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