

Samuel Windsor

tailored quality ~ outstanding prices

BACKGROUND

Samuel Windsor sell high quality, hand-crafted shoes for men, using premium grade leathers. They also sell formal menswear, including their classically cut, single-breasted tailored suits, made from 100% new wool, as well as smart leisurewear and accessories. Customers are predominantly affluent, professional and educated males, aged 45+. Average order value is £85.

PROFILE

- 75% male
- Aged 45+
- HH income £25-40k
- AOV £85
- Interests include: overseas travel, golf, self-improvement/education, gambling

RECRUITMENT METHOD

- Off the page
- Direct Mail
- Online

RECOMENDED FOR

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

www.samuel-windsor.co.uk



Samuel Windsor Mail Order Buyers

LIST: 226,958 names available

POSTAL	75,889 0-12 month buyers 76,562 13-24 month buyers
SELECTIONS	Multibuyers, Geography, Gender, Recency, Order Value & Payment Method
MEDIA RATE	£130 per '000 Selections from £10 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000



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we are the
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