

Scotts Age

Age selectable
mail order buyers



Scotts Age Mail Order Buyers

BACKGROUND

If you're looking for proven direct mail responders then look no further than Scotts Age. This file is comprised of mail order buyers from across the Scotts & Co. portfolio of catalogues, all of them have made a purchase in the last 12 months.

What makes this file unique is the ability to select by known age. All of the buyers on this file have volunteered their age, or date of birth, at point of sale, making Scotts Age a highly selectable file. Coupled with spend levels and appended with disposable income information you can target the DM responsive buyers you need for your campaigns.

PROFILE

- Aged 55 years +
- Predominantly retired homeowners
- Differing disposable income levels
- Interests include books/reading, cookery gardening, lotteries & competitions
- Regular mail order buyers and charity donors proven to be highly responsive to DM

RECRUITMENT METHOD

- Catalogues
- Online
- Newspaper & Magazine Inserts

RECOMMENDED FOR

- Charities
- Health & Beauty
- Competitions
- Publishing
- Travel
- Wine
- Household Utilities
- Entertainment and gaming

www.scottsandco.com

LIST: 537,584 names available

POSTAL	215,745 0-12 month
AGE <50	23,826
AGE 50 - 60	64,562
AGE 60 - 70	152,544
AGE 70 - 80	184,240
AGE 80 - 90	111,480
SELECTIONS	Multibuyers, Geography, Gender, Recency, Age, Order Value, Product Purchased, Disposable Income
MEDIA RATE	£120 per '000 Selections from £10 per '000
DELIVERY CHARGE	£35
AGENCY COMMISSION	Up to 15%
MINIMUM VOLUME	5,000



020 7534 1760



sales@medialabgroup.co.uk



1st floor, Portland House,
4 Great Portland Street, London, W1W 8QJ

we are the
dma