

# UK Direct Shop Mail Order Buyers

## BACKGROUND

UK Direct Shop sell a range of health and well-being products for the mature market via mail order. Products include pain relief supplements and books for arthritis and rheumatism as well as hearing aid, mobility and beauty products. Customers have been sourced mostly through press advertising, direct mail and online, with an average order value is £35.

## PROFILE

- 80% female
- Aged 60+
- AOV £35
- Interest include gardening, competitions, collectibles, charity, books.

## RECRUITMENT METHOD

- Page advertising
- Direct mail
- Online

## RECOMMENDED FOR

- Charities
- Health
- Publishing
- Financial Services
- Travel

[www.ukdirectshop.co.uk](http://www.ukdirectshop.co.uk)

**LIST: 143,289 names available**

<b>POSTAL</b>	135,081 0-12 month buyers
<b>SELECTIONS</b>	Multibuyers, geography, recency, gender, product type
<b>MEDIA RATE</b>	£100 per '000
<b>DELIVERY CHARGE</b>	£60
<b>AGENCY COMMISSION</b>	Up to 15%
<b>MINIMUM VOLUME</b>	5,000



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we are the **dma**