



Windsor Group Masterfile

BACKGROUND

Windsor Group Masterfile is an extremely responsive file of buyers to a wide selection of health, cosmetic, slimming, gardening and pet products as well as computer beginners courses.

The Windsor Group source their buyers from off-the-page advertisements in national newspapers and various lifestyle magazines. Advertised media includes The Telegraph, The Independent, The Express, The Mirror and The People.

The names on this file are typically aged 60+, are 55% female and have spent an average of £23, with 70% paying by credit card. It has proved an invaluable list for mailers of health, lifestyle and self-improvement offers and promotions.

PROFILE

- 67% female
- Age 55 years +
- 75% are home owners and 65% own a car
- Read The Daily Telegraph and Express
- Earn up to £30,000 per annum
- These buyers enjoy UK holidays, gardening and are interested in National Trust and charitable concerns

RECRUITMENT METHOD

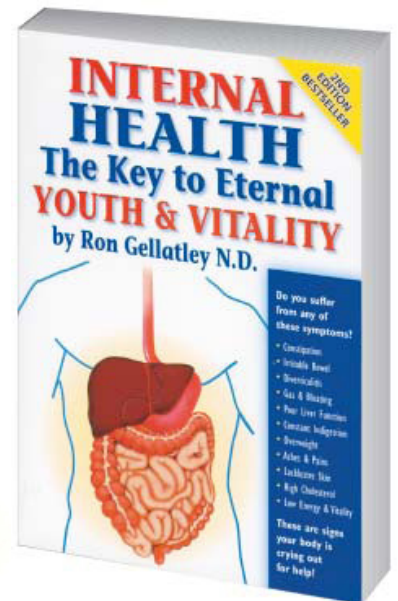
- Off-the-page advertising
- Direct Mail
- Inserts
- Online

RECOMMENDED FOR

- Charities
- Health & Beauty
- Financial Services
- Wine offers
- Gardening / Household utilities

LIST: 2,589,707 names available

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| MASTERFILE POSTAL | 498,593 0-12 months |
| PAIN RELIEF BUYERS | 149,062 0-12 months |
| PET PRODUCT BUYERS | 10,610 0-12 months |
| HEALTH PRODUCT BUYERS | 78,373 0-12 months |
| SELECTIONS | Geography, Gender, Recency, Product Multibuyer |
| MEDIA RATE | £100 per '000 Selections from £10 per '000 |
| DELIVERY CHARGE | £60 |
| AGENCY COMMISSION | Up to 15% |
| MINIMUM VOLUME | 5,000 |



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we are the
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