



THE OWL BARN GIFT COLLECTION



The Owl Barn Mail Order Buyers

BACKGROUND

The Owl Barn is a mail order gift catalogue business based in Norfolk. They sell a range of collectibles and gifts including books, clothing, homewares, games/puzzles and food, such as biscuits and cakes for special occasions. Their customers are fiercely loyal, often finding products not readily available on the high street. They have typically bought via their catalogue with a growing online presence with buyers typically being females, aged 60+ with an average order value of £35.

PROFILE

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

RECRUITMENT METHOD

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

RECOMMENDED FOR

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



LIST: 150,000 names available

POSTAL	43,000 0-12 month buyers
SELECTIONS	Multibuyers, geography, recency, gender
MEDIA RATE	£120 per '000
DELIVERY CHARGE	£60
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000



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