

Affluent Wine Mail Order Buyers

Mail Order Buyers

Total File Size:

250,000

Cost Per '000:

£130

**250,000 0-12
month wine mail
order buyers**

USER DEMOGRAPHICS

- 54% female
- Aged 30+
- 46% have one child
- 82% own their own homes
- Live in detached, semi-detached or terrace houses, small percent live in flats
- 61% Holidays taken in Europe

SOURCE

- Off-the-page advertising
- Mail Order

BACKGROUND

These wine buyers are taken from transactional data collected in the last 12 months, and they have sourced their wine via off the page advertising as well as a small portion of individuals that have taken wine holidays. The profile is ABC1 individuals who read broadsheet and mid market papers, have an income in excess of £35k, and own their own home (semi and detached properties worth in excess of £300k). Their hobbies include investing in stocks, shares & property, as well as eating out, cultural pursuits, and luxuries, including holidays abroad two or more times a year. Many of these are in directors or in top level management.

All the data is 0-12 month recency and buyers will have purchased in the last 12 months too. All data contained in the file is factual and data has not be gleaned from the lifestyle suppliers.

The Affluent Wine Mail Order Buyers names are being rented to financial/investment offers, Wine companies, and general mid to up market mailers.

FILE BREAKDOWN

Quantity

0-12 month responders	250,000
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SELECTIONS AVAILABLE & RATES

Age banding	Interests including....	Pet – including whether cat/dog
Age banding of children	Crosswords	Photography
Property type	Culture	Pub
Property tenure	Current affairs	Books
Length of residency at property	DIY	Music
FTSE banding	Eating out	Stately homes
Presence/Number of children	Entertainment	Theatre
Directorship	Fashion	Walking/hiking
Credit card ownership	Fine Art	Wildlife
Mail order payment method	Gardening	Wines
Holidays taken – number & destination	GrandChildren	
Catalogue product buyer	Healthfoods	
	Outdoor pursuits	... and many more available

Counts (guaranteed within 24 hours)

No charge

All selections above:

£10 per '000

List Broker Commission for DMA members up to

20%

Data correct as of June 2010

For the latest counts, check out our website at: www.medialabgroup.com

Or telephone **+44 (0)20 7534 1760**



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PRODUCTION/ DELIVERY COSTS

Email £50

PRODUCTION/ DELIVERY COSTS

- This file is updated every six months
- This file has been seeded
- This file has been MPS cleaned

RESTRICTIONS

Sample mail piece must be submitted for approval
Minimum order requirement 5,000
Rental limited to one time usage only
First time list rental must be pre-paid
Brokerage commission rates are offered on a reciprocal basis where applicable
List rental agreement must be signed by the mailer

EXAMPLES



ILLUSTRATED PROFILE

