



TARGETING



DATA



DIRECT SALES

July 2009

HMK Collectibles Mail Order



Quantity/Price

0-12 month Buyers	12,152	DM	110/1.000
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Profile

A brand new list of mail-order buyers of collectable coins. Target these highly responsive individuals who buy coin collections, many of whom are multi-buyers. These individuals receive a set of coins each month commemorating special historic events in Britain as well as commemorating British Royalty. Additional products include collectable cars, railway memorabilia, commemorative pottery and badges.

Buyers are 80% male, average age is 45, average spend is £20.

This list is brand new, so it is a great way to target new buyers. These individuals are particularly responsive to mail order catalogue offers. The typical profile shows that buyers have an interest in history, and British Heritage, read broadsheet and midmarket newspapers and are homeowners with disposable income.

This file will appeal to mailers of financial offers, gadgets, health, collectables, continuity publishers, competitions and other offers targeting the grey market.

These customers are recruited via direct mail and inserts. For more information, see www.hmkonline.co.uk

Gender	80% Male
Average Order Value	£20
Average Age	45
Interests	History and British Heritage
Household income	£15k+ p.a.

Selections

Recency:	10/1000
Gender:	5/1000
Geography:	5/1000

Delivery

Email: 50
 Delivery Time: 3-5 working days
 Minimum amount: 5,000

Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (deduce report must be received within 3 months of delivery date) All prices in Pounds (£).

Conditions

- List supplied for one off use. List is seeded to ensure detection of unauthorised use.
- Minimum order 5,000
- Prices are exclusive of VAT and delivery
- Mail date & mailing piece required before approval can be given on all mailings

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