



Data Type		Count	Base Cost
Postal		0-12mth buyers – 17,980	£120/000
		0-36mth buyers – 48,426	

The data may be available within different recency bandings, which may incur a larger base cost. Please speak to our Sales Team for details.

Garden Bird Supplies provides its customers with everything they need to enjoy and encourage birds to come to their gardens: from bird foods, like seeds and nuts, through to feeders, bird tables, nest boxes and bird baths. They even provide habitats to encourage insects and other beneficial creatures into the garden, together with books, DVD's and CD's for people who want to get to know even more about their 'garden visitors'.

Customers are recruited via mail order, off the page adverts and inserts, and are familiar with regular mailings of the Garden Bird Supplies catalogue and special offers - and they have a high level of repeat purchase.

Buyers tend to be over 50, with many 'empty nesters', or with older children living at home. They have high disposable incomes and indulge their passions for wildlife and nature, together with other outdoor interests such as walking, gardening and pets, but also eating out, travel, and the arts. So if your products fit the bill get in touch now and find out if Garden Bird Supplies can lay a tasty nest egg for you, too.

Source – [www.gardenbird.com](http://www.gardenbird.com)

### Selections

Criteria Available	Cost
Gender	£10
Recency	£10
Geographic	£10

### Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

### Recommended Users

Mail Order
Charities
Gardening
Wildlife
Nature
Travel Offers
Leisure Offers

DMA Broker Commission	15%
Delivery Charge	£30
Counts-48 hours / Delivery-3 Days	

### Terms & Conditions

**Net Names** - Only applicable on orders of 20,000+ 85% + £10/000 run on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.

**Payment** - 30 days from invoice date. Surcharge applicable on all card transactions.

**Cancellation Fee** - £100 + delivery + £8/000 + selections

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