



Data Type		Count	Base Cost
	Postal	0-12mth buyers – 73,679	£105/000
		0-36mth buyers – 128,746	

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

Background

Of all the audio books purchase in the UK, 15 per cent are bought through Listen2. And it doesn't just sell audio books, but rare and collectable CD's and much, much more. All its customers are recruited via direct mail and off the page advertising, and are regularly mailed with Listen2's own catalogues and special offers.

The majority of buyers are aged over 50, with higher than average disposable incomes, and a high proportion are loyal multi-buyers. Ideal for all manner of offers, including collectables, charities, travel and leisure promotions, gardening, theatre and the arts.

Source – www.listen2online.co.uk

Selections

Criteria Available	Cost
Gender	£10
Recency	£10
Hotline	£10
Multi-Buyers	£10
Geographic	£10

Recommended Users

Charities
Mail Order
Financial Services
Gardening
Travel Promotions
Leisure Promotions
Theatre & Arts
Competitions & Prize Draws

Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

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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