



MAIL ORDER BUYERS

Data Type		Count	Base Cost
	Postal	0-12mth buyers - 139,027	£100/000
		0-36mth buyers - 412,218	

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

Flying Brands is a multi brand home shopping company, which started life as Flying Flowers, and now offer gifts, garden and entertainment products through catalogues mailed to customers, through internet sales from the individual brands' web sites, and advertising in national newspapers and magazines.

The **Flying Brands Mail Order File** consists of responsive buyers from the Flying Flowers, Gardening Direct, Benhams, Garden Bird Supplies, and Listen2 databases combined to form one super responsive file to meet your campaign needs.

The gender bias of the file is 70% female, and the profile of the client base is affluent home owners, aged 40+.

This file is perfect to target general responsive mail order buyers who have interest in, amongst others, nature, collectables, travel, and the finer things in life.

### Selections

Criteria Available	Cost
Recency	£10
Hotline	£10
Gender	£10
Payment Method	£10
Multi Buy	£10
Luxury Bouquet Purchase	£10
Geographic	£10

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

### Recommended Users

Mail Orders
Charities
Financial
Gardening
Publications
Travel
Food & Wine

### Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

### 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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