




Data Type	Count	Base Cost
 Postal	0-12mth buyers - 8,943	£110/000
	0-36mth buyers - 21,075	

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

Jim Lawrence Traditional Ironworks is a mail order catalogue which offers hand-crafted ironwork products for the home, all created using traditional blacksmith skills. From lighting and curtain poles to door furniture and ironmongery – and they've recently introduced a section for curtains and cushions.

So it won't be a surprise to discover that the file is made up of homeowners, with an average age of 30 to 50, and incomes well above £40,000. They are people who are confident to purchase high value items via mail, and their average order value is in excess of £270. As well as making their homes look attractive, they also have an interest in the other finer things life has to offer, including fine foods and wines, art and culture, and foreign travel.

This is a file which has performed well for other non-competing mail order offers, charities, publishers, and mailers in the travel and leisure industry.

**Source** – [www.jim-lawrence.co.uk](http://www.jim-lawrence.co.uk)

### Selections

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

### Recommended Users

Charities
Fine Food & Wines
Foreign Travel
Publishing

### 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

ICC Marketing Services **Tel:** +44 (0)20 8481 7378 | **Fax:** +44 (0)20 8783 1940  
**Email:** [info@iccmarketingservices.co.uk](mailto:info@iccmarketingservices.co.uk) **Web:** [www.icc.co.uk](http://www.icc.co.uk)