



Data Type		Count	Base Cost
	Postal	0-12mth Buyers – 57,561	£115/000
		0-36mth Buyers – 107,446	

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

Museum Selection is a mail order catalogue which offers a range of goods, from jewellery, clothing and furnishings to books, CDs and DVDs, all of which are replicas from leading museums and galleries both in the UK and overseas.

Buyers are not only collecting things of interest to themselves, but the sales also help the galleries and museums as well. Buyers tend to be female and over 55, with household incomes over £40k. They are comfortable with mail order – and have an average order value of £50. As they are recruited through classic direct marketing methods, they are happy to receive relevant offers this way, making them ideal for a range of goods and services, from travel to books, arts and culture.

Source – www.museumselection.com

Selections

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

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

Recommended Users

Financial Services
Charity
High Value Mail Order

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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