

Data Type	Count	Base Cost
Postal	0-12mth buyers - 13,643	£120/000
	0-36mth buyers - 26,767	

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

The Cache of Cashmere

Cashmere is synonymous with luxury and quality, so it will come as no surprise to discover that The Cashmere Centre offers affluent, mail order responsive female buyers of cashmere products from scarves and knitwear to pashminas. Drawn to The Cashmere Centre via adverts in quality newspapers and magazines, and via their own website, these mail order buyers are well above the national average in terms of their affluence and have higher disposable incomes.

The vast majority are females, aged between 20 and 60 and value mail order as a way to conveniently buy high value items. Credit Card ownership is high and the average order value is in excess of £95. These are also people who value the arts, theatre, fine food and wine, classical music, reading and travel. Ideal for a range of non competing mail order offers, charity appeals, financial services, publishing and travel promotions.

Source – www.cashmerecentre.com

Selections

Criteria Available	Cost
Recency	£10
Gender	£10
Multi-Buyers	£10
Payment Method	£10
Geography	£10

DMA Broker Commission	10%
Delivery Charge	£30
Counts - 48 hours/Delivery - 3 days	

Recommended Users

Non-Competing Mail Order
Charity
Financial
Travel and Leisure

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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