



Data Type		Count	Base Cost
	Postal	0-12mth Buyers – 53,848	£110/000
		0-24mth Buyers – 77,987	

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

For over 18 years Woolovers have been selling high quality knitwear for men and women. Available online and by catalogue, and with yarns sourced predominantly from UK flocks, the Woolovers file features upmarket buyers with an average order value of over £50.

These are people who appreciate the finer things in life, from cashmere and lambs wool cardigans to fine foods and wines, art and culture and foreign travel. All have been recruited via traditional direct marketing methods, so they are proven mail order responders.

Source – www.woolovers.com

Selections

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

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

Recommended Users

Food & Wine
Art & Culture
Travel

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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