



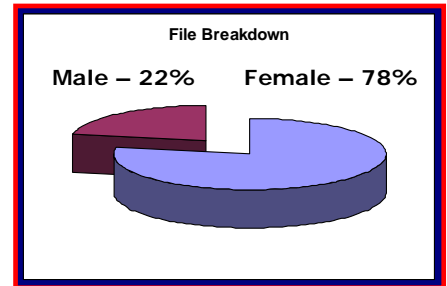
TOTAL FILE SIZE: 526,103 Buyers 0-12 MONTH BUYERS = 139,493

PROFILE INFORMATION

File Breakdown: Females 78%
 Socio Economic Groups: ABC1
 Average Order Value: £50
 Age Group: 40+
 File Breakdown: Buyers Only

RENTAL COSTS

£110/000 Base Rental
 £10/000 Selections
 15% Broker's Commission
 Minimum Order 5,000
 £40 Email



COMPANY BACKGROUND

Presents For Men and Gifts For The Girls is an upmarket gift catalogue founded via upmarket charity fairs. The catalogue offers a vast array of innovative and exciting gifts for all men and women ranging from gadgets, gizmos and travel accessories to luxurious, fun and practical items for the gardener, countryman and wine lover.

The Presents For Men database has attracted an affluent audience of buyers. Their typical buyer is an upmarket female with high disposable income – average income is in excess of 30k a year. Interests include foreign travel, reading and music, fine wines and dining. The list includes a high number of titled customers which indicates a high degree of wealth. The names have been recruited via cold mail, inserts and the website www.presentsformen.co.uk

The Presents For Men list provides an excellent opportunity to target upmarket mail order buyers. We firmly believe the list will work very well for mail order, charity, travel offers, publishing and financial products.



SELECTIONS AVAILABLE

Recency
 Geography
 Gender
 Order Value
 Soft Option

FORMAT AVAILABLE

E-mail or disk
 Please allow 5 working days from approval to delivery of data



List Warranty Owner Number: 002777
 List Warranty User Number: 002778

For counts or any further information on the Presents For Men list or any other list on our managed list portfolio, please contact **Imran Englefield** at Mokrynski International on **01634 225 085**.