

The Value For Money Company Ltd

TOTAL FILE SIZE: 104,627

PROFILE INFORMATION

File Breakdown: Females 95%
Socio Economic Groups: ABC1
Age Group: 32-58
File Breakdown: Buyers & Visitors

RENTAL COSTS

£110/000 Base
£10/000 Selections
15% Broker's Commission
Minimum Order 5,000
£35 Email

Shows Available

- Cheltenham
- Harrogate
- Sudeley Castle
- Ripley Castle
- London
- Ascot

COMPANY BACKGROUND

The Value For Money Company organises fashion and gift sales which take place at prestigious settings throughout the UK. Each year there are three homes and gift grand sales and three really good deal fashion sales.

The typical customer is affluent, professional and female with high levels of disposable income and this attracts them to such events. The average spend of attendees is £250 on brands including Paddy Campbell, N Peal, Sandwich, Marilyn Moore, Cruz Clothing and Joyce Ridings. Profiling indicates that these individuals are married homeowners with interests that include gardening, foreign travel, gourmet food, wine and the arts. They are also readers of the broadsheet press and home and fashion magazines.

We believe that this data offers an opportunity to target female buyers of high value home, gift and fashion items. The list is a great opportunity for mail order fashion and gift companies, publishers and charity organisations.



SELECTIONS AVAILABLE

Gender
Geo
Venue of Show

FORMAT AVAILABLE

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

Products Bought
**Tickets to
Home, Garden,
Fashion &
Accessories
sales**

List Warranty Owner Number: TBC

List Warranty User Number:

TBC

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