



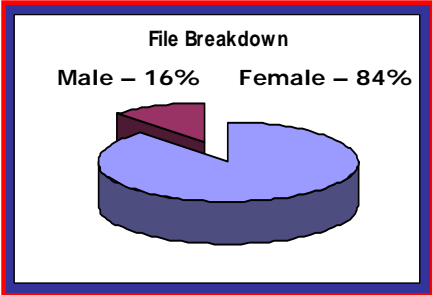
TOTAL FILE SIZE : 417,496 **0-12 MONTH BUYERS : 29,782**
13-24 MONTH BUYERS : 16,673

PROFILE INFORMATION

File Breakdown: Females 84%
 Socio Economic Groups: ABC1
 Average Order Value: £96
 Age Group: 33-55

RENTAL COSTS

£120/000 Base Rental
 £10/000 Selections
 15% Broker's Commission
 Minimum Order 5,000
 £40 Delivery



COMPANY BACKGROUND

The White Company began life in 1994 as a 12 page mail order brochure and has become one of the UK's fastest-growing, award-winning multi-channel retailers. They have 2.2m names on their database, produce 24 brochures per year and have 38 stores throughout the UK.

The White Company offers impeccably stylish, beautifully designed products at outstanding value for money. At the heart of The White Company's product range are essentials for the linen cupboard and luxury towels in timeless, stylish white, this now extends to include furniture, bathroom accessories, home fragrance and an extensive fashion collection.

The list is an exceptional opportunity for mail order, charity, financial, travel and publishing mailers.



SELECTIONS AVAILABLE	FORMAT AVAILABLE
Recency Gender Average Order Value Soft Option Multibuyers Product Categories	E-mail Please allow 5 working days from approval to delivery of data

List Warranty Owner Number: 000754
 List Warranty User Number: 000755

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