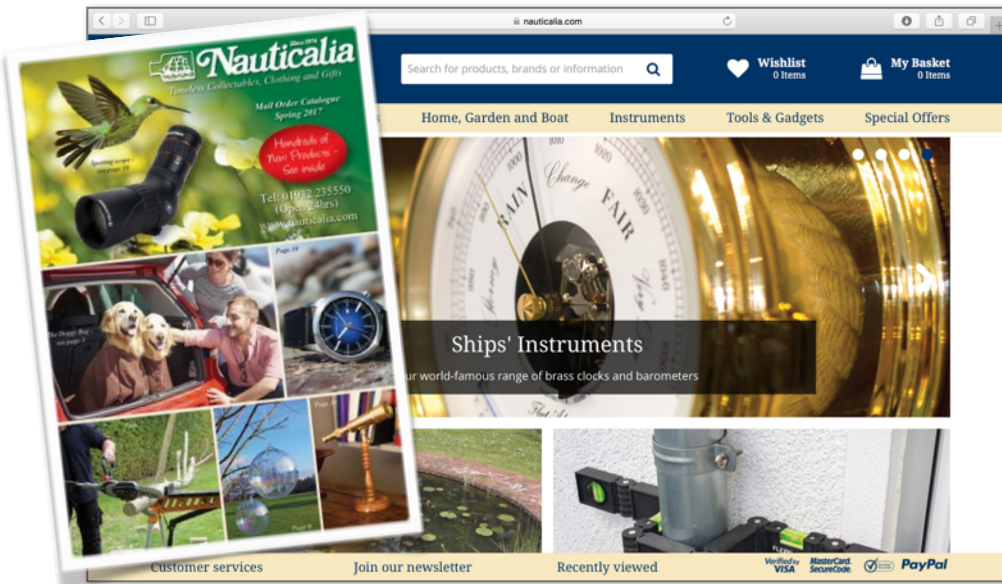




0-12 Month Buyers = 34,000

13-24 month buyers = 20,000



## PROFILE INFORMATION

55% Males

ABC1

Average Order Value :  
£100

Aged 40+

Buyers Only

Nauticalia mail order catalogue features gifts and collectables which are based around British Heritage. Nauticalia launched their mail order catalogue on the back of a successful trade business and have since built up a 0-12 month buyer database of 30,000+.

Nauticalia Customers are educated high earning professionals, with a high disposable income. This ABC1 audience have proven themselves extremely mail order responsive and have shown a propensity to donate to charitable concerns. Customers have been recruited primarily through inserts in magazines, as well as through the mailing of external lists.

The Nauticalia list is ideal for other specialist gift and home mail order catalogues, travel offers, subscription driving, charity appeals (donor recruitment & Gift Catalogues), health, magazine and financial investment mailings.

**For further information on this list or similar opportunities please contact us on 01634 225 080.**

## RENTAL COSTS

**Base Rental : £120/000**

**Selections : £10/000**

**Agency Commission :  
15%**

**Delivery : £50**

**Min Order 5,000**

## SELECTIONS AVAILABLE

**Recency  
Gender  
Geography  
Multi-Buyers  
Order Value**



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