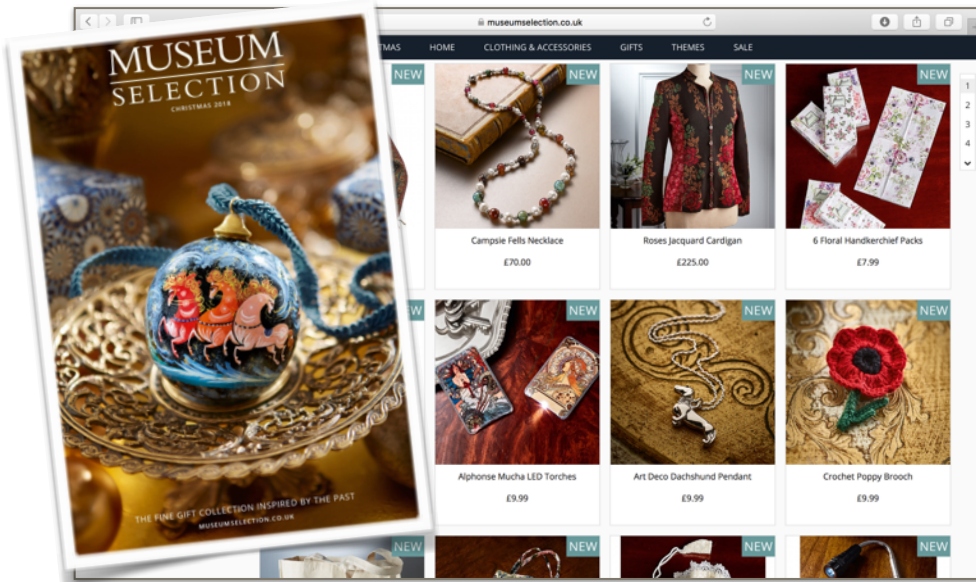


MUSEUM[®] SELECTION



0-12 Month Buyers = 53,966



The Museum Selection mail order catalogue offers buyers the opportunity to purchase unique items, many of which are produced by or with the respective museum or gallery. This includes the finest replicas, cards, gifts and books from the leading museums and galleries. Products are aimed at individuals with a keen interest in fine art and history. Consumers are therefore also assisting these institutions directly.

Buyers are predominantly females homeowners aged over 60. They are significantly more affluent than the national average with household incomes of £40,000. These affluent consumers are extremely comfortable purchasing products via mail order, with the average order value being £55 and many being multi-buyers.

The list will provide strong response rates for mail order, charity, travel offers, publishing and financial products.

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

PROFILE INFORMATION

85% Females

ABC1

Average Order Value :
£55

Aged 60+

Buyers Only

RENTAL COSTS

Base Rental : £120/000

Selections : £10/000

Agency Commission :
15%

Delivery : £50

Min Order 5,000

SELECTIONS AVAILABLE

Recency
Gender
Geography
Order Value
Multi-Buyers



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