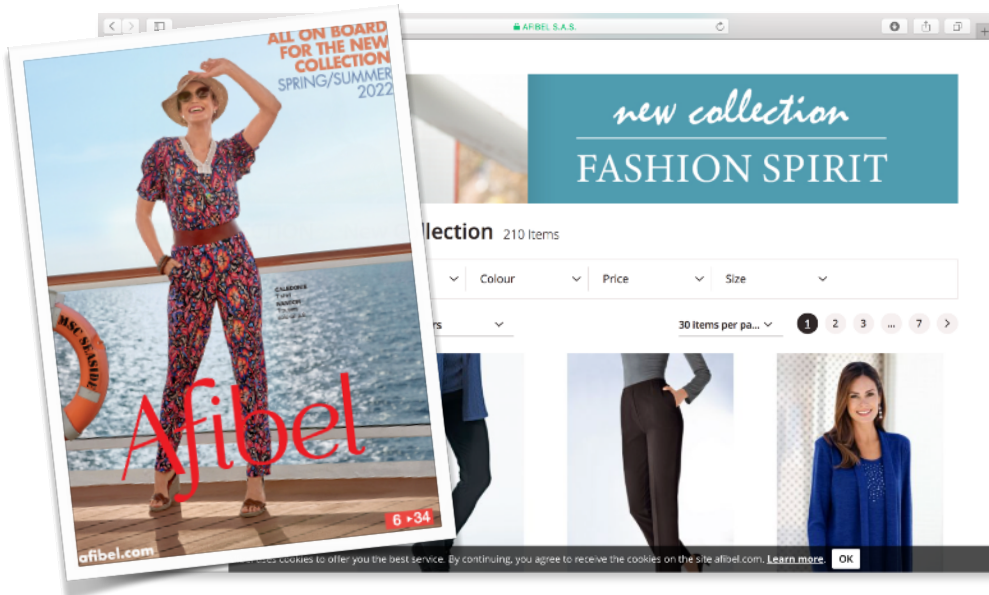




0-12 Month Buyers = 54,621



## PROFILE INFORMATION

98% Females

BC1C2

Average Order Value :  
£35

Aged 50+

Buyers Only

## RENTAL COSTS

**Base Rental** : £110/000

**Selections** : £10/000

**Agency Commission** :  
15%

**Delivery** : £50

## SELECTIONS AVAILABLE

Recency

Gender

Geography

Order Value

Multi-Buyers

The Afibel catalogue was launched in 2003 selling fashion for the elegant women. Afibel is the catalogue for pret-a-porter style and they are committed to offering their customers elegance, comfort and quality at great value prices.

Afibel have recently introduced a wide range of menswear, items for the home and well-being to their elegant product range. The buyers have been recruited predominately through cold mail which ensures that the data is mail order responsive.

This is the first time the list has been made available in the UK and as such provides a fresh stream of quality data. We firmly believe that the Afibel list provides a fantastic opportunity to target responsive mail order 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.**

