

Jolliman

Quality menswear at affordable prices



0-12 Month Buyers = 18,114



PROFILE INFORMATION

64% Males

BC1C2

Average Order Value :
£40

Aged 50+

Buyers Only

RENTAL COSTS

Base Rental : £110/000

Selections : £10/000

Agency Commission :
10%

Delivery : £50

Min Order 5,000

SELECTIONS AVAILABLE

Recency
Gender
Geography

Jolliman has been setting the standard in off-the-peg comfort for over 50 years. Their large selection of quality products include shirts and trousers, jackets, sweaters, pyjamas, bath robes and many accessories. The NEW Essentials range extends their product range to gifts and home solutions.

Customers are recruited via their website (www.jolliman.co.uk), advertising in the national press, and direct mail targeting the grey market. Customers tend to be aged 50 plus, homeowners, 64% male and 59% are retired.

We firmly believe that the Jolliman list provides a fantastic opportunity to target responsive mail order buyers. The list will work very well 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.



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