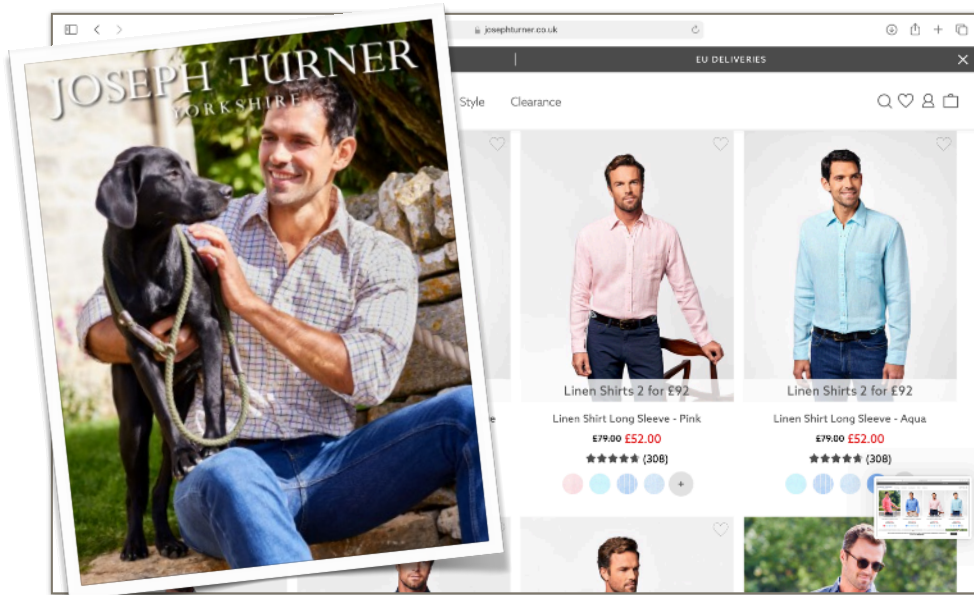


# JOSEPH TURNER

## YORKSHIRE



0-12 Month Buyers = 11,231



Joseph Turner is an upmarket catalogue of skilfully tailored quality shirts, ties and accessories for men. The average item cost being around £40, and the average total order value is approximately £86.

Professional males with high incomes. They tend to be married and have children who have left home. While they like to look stylish they value quality choosing classic pieces rather than passing trends. Their interests include fine wines, good food, gardening and golf among others. These names have been recruited primarily through advertising in broadsheet newspapers, their web site ([www.josephturner.co.uk](http://www.josephturner.co.uk)) and through the mailing of external lists.

The Joseph Turner list is ideal for upmarket mail order catalogues, charity appeals, financial sectors, health, travel offers and subscription driving.

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

### PROFILE INFORMATION

64% Males

ABC1

Average Order Value :  
£86

Aged 40-70

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  
Multi-Buyers  
Order Value



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