



# Mulberry Bush

Traditional & Innovative Toys, Gifts & Games



0-12 Month Buyers = 23,471



## PROFILE INFORMATION

95% Females

ABC1

Average Order Value :  
£50

Aged 25-40

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

Mulberry Bush Ltd is an established mail order company specialising in traditional innovative toys and gifts for babies and young children up to the age of 12. The guiding principle is to select the type of toy and gift that parents remember with fondness from their own childhood and that Grandparents will want to buy for their grandchildren.

Customers are mainly married females aged between 25-40 with families who have above average incomes with strong interest in tradition and education. Primary recruitment methods tend to be via cold mailings or their website ([www.mulberrybush.co.uk](http://www.mulberrybush.co.uk)).

We firmly believe that the Mulberry Bush list provides a fantastic opportunity to target responsive mail order buyers. The list will work very well for mail order, charity, health and fitness, 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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