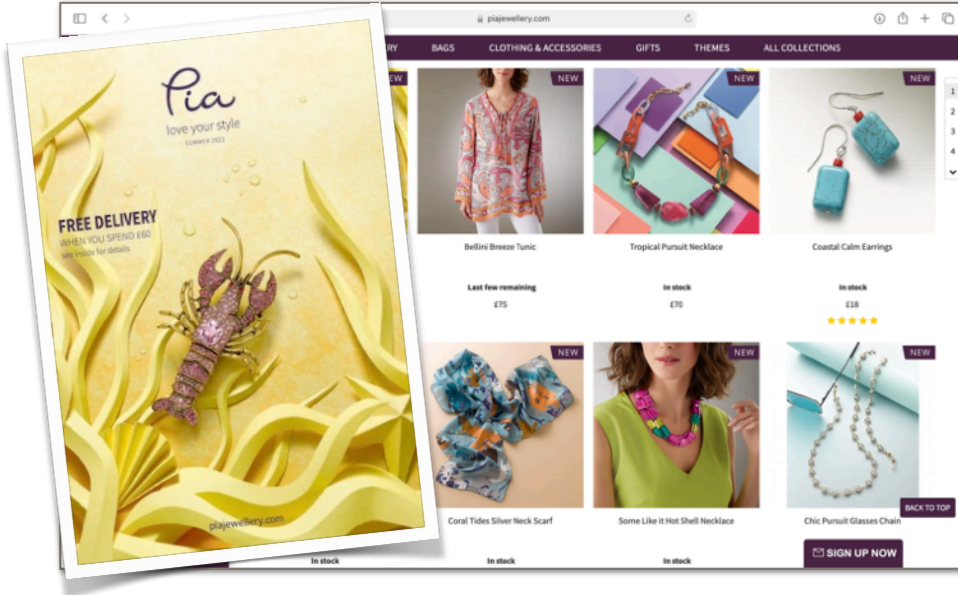


Pia



0-12 Month Buyers = 25,101



PROFILE INFORMATION

85% Females

ABC1

Average Order Value :
£60

Aged 40+

Buyers Only

RENTAL COSTS

Base Rental : £110/000

Selections : £10/000

Agency Commission :
15%

Delivery : £50

Min Order 5,000

SELECTIONS AVAILABLE

Recency
Gender
Geography
Multi-Buyers
Order Value

Pia celebrates passion for truly creative design. Some pieces are classic, others have been inspired by nature or reflect a cool modernity. The Pia collection is lovingly crafted to the highest standards and offers their customers a great gift idea for any occasion.

The profile of the file shows that the typical customers are upmarket females. They are home owners who are interested in the finer things in life such as fine wines, theatre and the arts. They are proven mail order buyers with a high average order value and credit card usage is high. The customers have been recruited through cold mail and the website www.piajewellery.com

The Pia file will work very well for mail order companies, charity appeals and publishing and travel offers.

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



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