

PETER CHRISTIAN

Gentlemen's Outfitters



0-12 Month Buyers = 10,165



PROFILE INFORMATION

77% Males

AB1

Average Order Value :
£84

Aged 55+

Buyers Only

RENTAL COSTS

Base Rental : £120/000

Selections : £10/000

Agency Commission :
10%

Delivery : £50

Min Order 5,000

SELECTIONS AVAILABLE

Recency
Gender
Geography

Peter Christian is a reputable and upmarket catalogue of adeptly tailored gentleman's clothing. Target custom centres around thriving & prosperous males aged between 45 and above.

Recruited via off-the-page advertisements in respected broadsheet newspapers such as The Times & Telegraph, customers enjoy lavish lifestyles and often engage in outdoor pursuits. Their interests revolve around wildlife, charity, good food, gardening and antiques among others. These names are predominantly AB home-owning males (42% beyond retirement age) with household incomes of over £40,000 per annum.

The Peter Christian list is ideal for upmarket mail order catalogues, charity appeals, financial sectors, travel offers and gourmet.

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



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