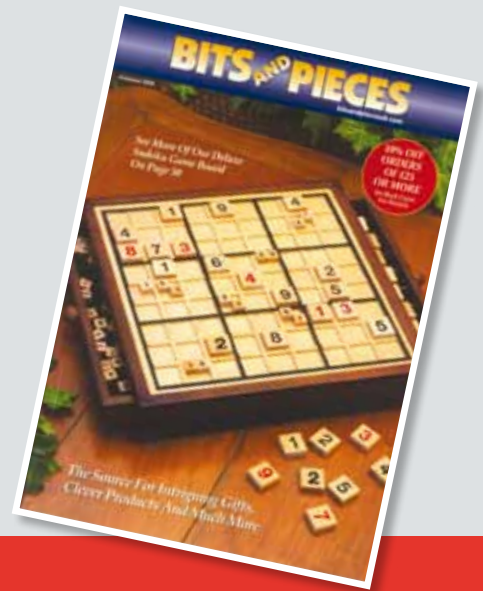


BITS AND PIECES®

The Source For Clever Puzzles and Intriguing Gifts

Bits & Pieces have been selling a wide and constantly changing range of high quality puzzles, books, gifts and novelties through their UK catalogue since 1983.

Customers purchase for both themselves and for family and friends, selecting from products such as jigsaws, brain-teasers, nesting dolls, fibre optic sculptures and mechanical money boxes, ranging in price from £7.95 to £39.95.



96,098 - Mail Order Buyers

List Features

- 100% mail order buyers
- Recruited through direct mail
- File regularly updated and MPS suppressed
- 95% fully postcoded

Profile

- 80% female, 20% male
- Predominately aged 45+
- 55% married
- Tend to be retired, white collar worker, housewife or self-employed
- Middle income
- Approx 70% have lived in their property for 8+ years
- Have credit cards, investments and wills
- Donate to charities (majority: animal welfare)

Interests

- Mail order shopping
- Books/reading
- Music: easy listening, country, classical
- Competitions, lotteries
- Sewing/needlework

Successful Users

- Non competitive mail order
- Gift catalogues
- Charity mailers
- Prize draw and sweepstakes
- Financial mailings and Subscription Offers.

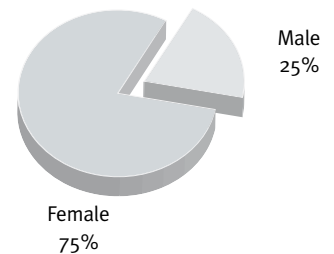
Breakdown of Recency

	Males	Females
0-12 Month Buyers	3,082	10,384
13-24 Month Buyers	8,804	23,434
24+ Month Buyers	13,012	37,382

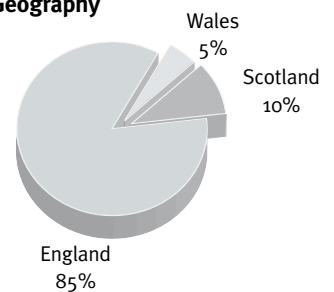
Website

www.bitsandpieces.co.uk

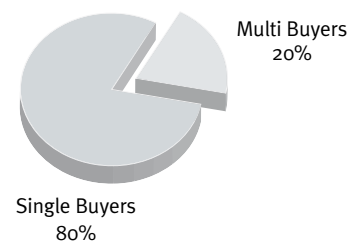
Gender



Geography



Multi/Single Buyers



the direct marketing group®

Contact the Media and Lists Services Department for more information on:

01274 5388 88

maria.dooley@millenniumdirect.co.uk

Windhill Manor, Leeds Road, Shipley, West Yorkshire, BD18 1BP



Rates and General Information

List Rental

- 0-12 months £110/000
- 13+ months £75/000

Selections Available

- Nth Name F.O.C.
- Gender £10/000
- Geographic £10/000
- Order Value £10/000
- Multi-Buyers £10/000

Production Costs

- E-Mail £20
- Disk £20
- Run on charge £10/000
- Delivery £30

Lead Time

- 5 working days

Minimum Order

- 5,000

General Information

- Net names agreement available on orders of 20,000+
- De-duplication reports must be submitted within 3 months or nett discount becomes void
- Sample mailing piece required for data owner's approval
- Warranty No. 001699
- 15% commission to recognised members of the DMA (UK) only
- One time usage agreement only
- Mailing list is seeded to detect un-authorized use
- Orders placed are under acceptance of Millennium's Terms and Conditions
- Details shown are correct at time of print
- Notification of goneaways and deceased addresses to be returned to Millennium

