

# Bradshaws

**DIRECT**

Established in 1979, Bradshaws Direct is the UK's number one home shopping catalogue for pond and water gardening products, including the widest range from all the leading manufacturers.

Just about everything for ponds and water gardens can be found here, including new and innovative items from around the world, with prices from £4.95 to £559.95.

Customers range from complete beginners, looking to establish their first pond, to specialists and experts.



**28,973 - Mail Order Buyers**

## List Features

100% mail order buyers  
Average order value £150.00  
File is updated annually

## Profile

76% Male, 24% female  
Majority aged 50+ years  
Typically married  
57% Multi-buyers  
Core market affluent established families  
Secondary market older singles/  
empty nesters

## Interests

Gardening  
Mail order shopping  
Books/reading  
Charitable Concerns

## Successful Users

Non competitive mail order  
Garden plant/seed offers  
Charity appeals  
Financial services  
Travel promotions  
Food & wine offers

## Breakdown of Recency

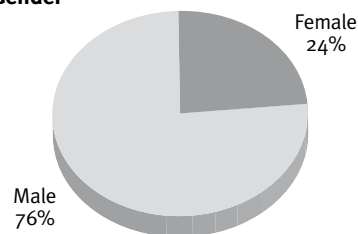
	Males	Females
0-12 Month Buyers	13,025	4,431
13-24 Month Buyers	8,512	3,005

## Website

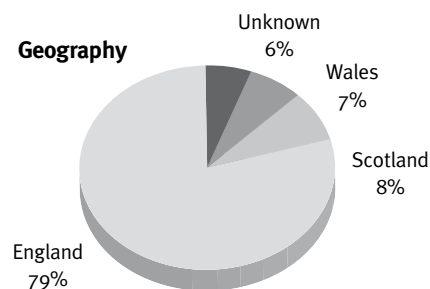
[www.bradshaws.co.uk](http://www.bradshaws.co.uk)



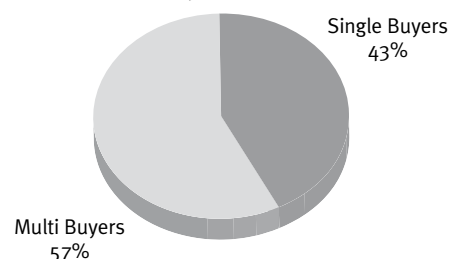
## Gender



## 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](mailto:maria.dooley@millenniumdirect.co.uk)

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



## Rates and General Information

### List Rental

- Base Rental £110/000
- Charity Rate £10/000 off above price

### Selections

- Nth name FOC
- Gender £5/000
- Geographic £5/000
- Recency £10/000
- Multi-buyers £10/000
- Order Value £10/000

### Production Costs

- E-mail £30
- Disk £30
- Run on charge £10/1000
- Delivery £30

### Lead Time

- 5 working days

### Minimum Order

- 5,000

### General Information

- Net names agreement available on orders of 20,000+
- Sample mailing piece required for data owner's approval
- Warranty No. 003281
- 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
- Data is not MPS cleaned, therefore 15% oversupply will be provided

