

DAMART

Damart is well-known as a leading international brand and is a well-established name in the UK and in France, Belgium, Switzerland and Japan, especially amongst mature consumers. The brand is synonymous with outstanding value, comfort, style and warmth.

Whilst Damart is known, primarily, for its famous thermal underwear, the catalogue now also contains a much wider range of products, including fashionable ladies wear, swimwear, comfortable casual wear and shoes, aimed at a mature market.

In addition to the catalogue, Damart have 3 retail stores in the UK.

Damart customers are highly responsive and regular mail order shoppers, mostly female and over the age of 50, with a good level of disposable income.



1,909,052 - Mail Order Buyers

List Features

- Known mail order buyers
- Off the page buyers
- File updated monthly
- MPS suppressed
- 99% fully postcoded

Profile

- 92% female, 8% male
- Majority aged 50+
- Good average income of £13,000 pa
- 82% own their own home outright
- Many have lived in their property for over 11 years
- 62% retired
- 40% multi buyers

Interests

Hobbies and interests include gardening, reading, music, theatre and National Trust, Grandchildren

Successful Users

- Non competitive mail order
- Gift catalogues
- Charity mailers
- Prize draw and sweepstakes
- Financial mailings and subscription offers

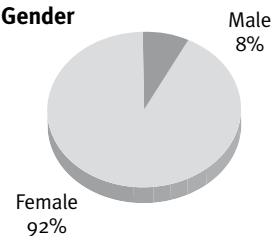
Breakdown of Recency

	Males	Females
0-6 Month Buyers	14,920	593,011
7-12 Month Buyers	5,001	183,853
13-24 Month Buyers	7,783	228,215
25+ Month Buyers	46,306	829,963

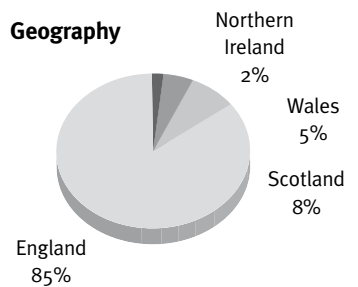
Website

www.damart.co.uk

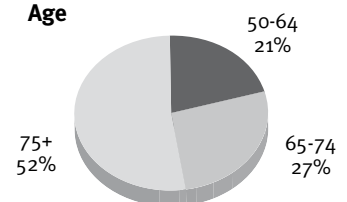
Gender



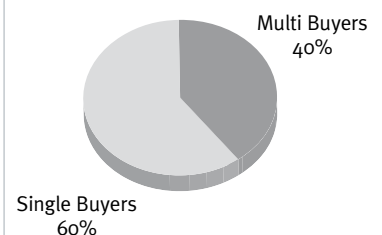
Geography



Age



Multi/Single Buyers



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

01274 538888

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

immn
international mature marketing network





Rates and General Information

List Rental

- | | |
|----------------|--------------------------|
| • 0-12 months | £110/000 |
| • 13+ months | £90/000 |
| • Charity Rate | £10/000 off above prices |

Selections

- | | |
|----------------|---------|
| • Nth name | F.O.C |
| • Gender | £5/000 |
| • Geographic | £5/000 |
| • Order Value | £10/000 |
| • Multi Buyers | £10/000 |
| • Age/D.O.B | £10/000 |

Production Costs

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

Lead Time

- 5 working days

Minimum Order

- 5,000 names

General Information

- Net names agreement available on orders of 20,000+
- Sample mailing piece required for data owner's approval.
- Warranty No. 002343
- 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

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