



Ever since they began manufacturing shoes in 1959, Hotter have become synonymous with comfort and style. The popularity of their unique 'Comfort Concept' footwear has made them the UK's premium mail order catalogue company specialising in high quality stylish comfortable footwear. The typical Hotter customer is aged 55 plus, well-educated and with a high disposable income. The majority are multi-buyers from the company's glossy catalogue which is mailed 17 times per year. Recruitment of new customers is through direct mail, online, inserts and off-the-page advertising in upmarket newspapers and selected mature magazines, such as Saga, Yours Magazine, to the Radio Times, Readers Digest and Woman's Weekly. The product range includes stylish, yet practical, footwear, from ladies' colourful sandals to men's classic Derby shoes, plus accessories such as handbags.



330,753 - Mail Order Buyers

List Features

- 100% mail order buyers
- File updated monthly
- MPS suppressed
- 99% fully postcoded
- Average order value £65.00 (exc. VAT)

Profile

- 93% female, 7% male
- Predominantly aged 55+ years
- ABC1, white collar workers, retired, or housewives
- Majority homeowners
- Household incomes over £20,000
- Loyal customers with a high percentage being multi buyers

Interests

Shopping via mail order, books/reading, cookery, gardening, sewing/needlework, donating to charities and holidays in the UK/Europe.

Successful Users

- Non competing mail order
- Gift catalogues
- Charity mailers
- Gardening
- Magazine subscription offers
- Upmarket holidays/travel
- Financial services
- Wine promotions

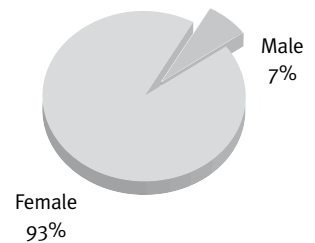
Breakdown of Recency

| | Males | Females |
|---------------------|--------|---------|
| 0-12 month buyers | 16,086 | 188,310 |
| 13-24 month buyers | 6,216 | 76,804 |
| 25 -36 month buyers | 4,251 | 39,086 |

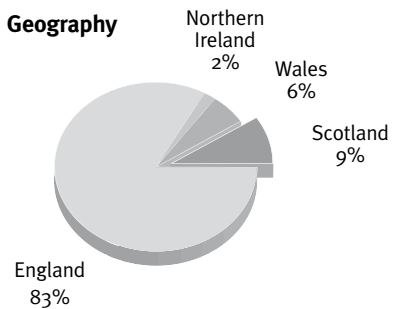
Website

www.hotter.com

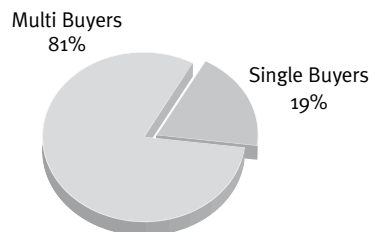
Gender



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 | £120/000 |
| 13-24 months | £90/000 |
| 25-36 months | £60/000 |
| Charity Rate | £10/000 off above prices |

Selections

| | |
|-------------------|---------|
| Nth name | F.O.C. |
| Gender | £10/000 |
| Geographic | £10/000 |
| Order Value | £10/000 |
| Multi Buyers | £10/000 |
| Credit Card Usage | £10/000 |

Production Costs

| | |
|----------|-----|
| E-Mail | £30 |
| Disk | £30 |
| Delivery | £30 |

Lead Time

3 - 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. 003064
- 10% 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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immn
international mature marketing network

