



Bonmarché is the UK's largest value retailer dedicated to providing quality women's wear to the 45+ market. First founded back in 1982, Bonmarché has seen significant growth over the last few years, since becoming part of the Peacocks Group in 2002.

Currently the target audience is the mature female, however they are now attracting younger larger ladies with their range size 12-24.

Recently launched is their new premium collection designed by David Emanuel, which is attracting the more affluent women to the stores.

The customers on this file are loyal members of the Bonmarché 'bonus club'. As part of their membership, customers receive discounts, 'Spend and Save' collector cards, free prize draw entries and other exclusive offers.



## 2,022,794 - Bonus club members

### List Features

- 100% membership
- Database updated monthly
- 40,000 new names added monthly
- 65% with known Date of Birth

### Profile

- 100% female
- Predominately aged 45+ years
- C2/DE Socio groups
- Often separated/divorced/widowed
- Household income up to £17,000

### Interests

- Enjoy shopping, particularly for clothes and cosmetics
- Use money off coupons
- Holidays/travel
- Bingo/scratchcards/instant games
- Read Daily Mirror, Daily Record, Chat, Women's Own and Woman's Weekly

### Successful users

- Clothing & footwear
- Magazine subscription
- Financial services
- Charity appeals
- Sweepstakes & prize draws
- Travel offers

### Breakdown of Recency

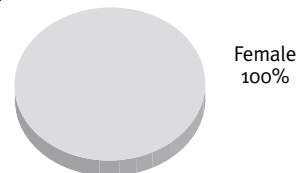
0-12 Month	726,635
13-24 Month	260,432
24+ Month	1,035,727

### Website

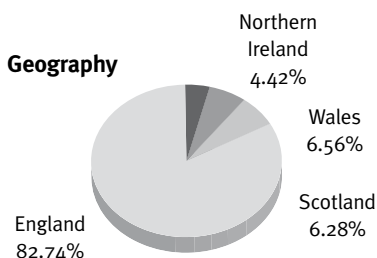
[www.bonmarche.co.uk](http://www.bonmarche.co.uk)



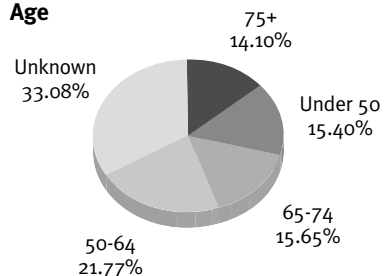
### Gender



### Geography



### Age



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

**01274 5388 88**

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





## Rates and General Information

### List Rental

- Base Rental 0-12 months £110/000
- Base Rental 13-24 months £90/000
- Base Rental 25+ months £75/000
- Charity Rate £10/000 off above prices

### Selections

- Nth name F.O.C
- Geographic £5/000
- Date of Birth £10/000
- Spend in store £10/000
- Mail order buyers £10/000 (where available)
- Charity Donors/Supporters £10/000 (where available)

### Production Costs

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

### Lead Time

- 5 working days

### Minimum Order

- 5,000 names

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### General Information

- Net names agreement available on orders of 20,000+
- Sample mailing piece required for data owner's approval
- Warranty No. 002992
- 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
- 13+ months data may be made available to selected clothing catalogue companies



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**immn**  
international mature marketing network

