



For the past 26 years, Two Wests & Elliott has been the UK's leading mail-order catalogue for greenhouses, greenhouse equipment and gardening products. They offer in excess of 2000 products, many unique, designed and manufactured by themselves, and not available in garden centres or DIY stores.

Quality is high, with every product tested in their own gardens, and prices are keen. Customers are recruited through direct mail and advertising in national press and specialist gardening magazines and are, of course, for the most part keen gardeners, from a wide range of backgrounds.



32,106 - Mail Order Buyers

List Features

32,106 mail order buyers
Average order value £69
File is updated annually

Profile

60% male, 40% female
Majority aged 50+ years
Typically married
50% Multi-buyers

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

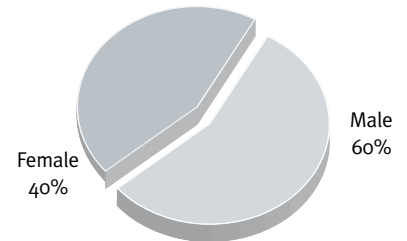
Breakdown of Recency

	Males	Females
0-12 Month Buyers	8,213	5,366
13-24 Month Buyers	11,166	7,361

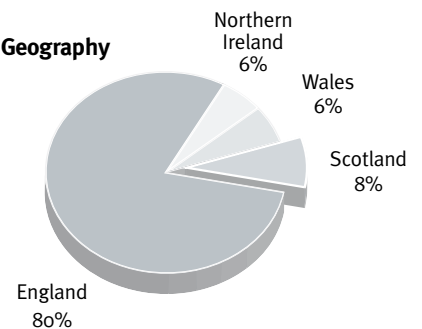
Website

www.twowests.co.uk

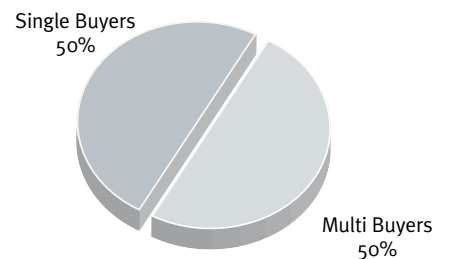
Gender



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

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

Selections

- Nth Name F.O.C.
- 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 £10/000
- 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. 003282
- 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



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