



The Thimble Guild has been selling high quality collectible thimbles for over 20 years and has a loyal core of customers who are avid collectors. Customers are sent a monthly catalogue, which features a wide selection of thimbles for sale.

These feature pieces sourced from around the world in a variety of materials, plus famous names like Meissen, Limoges and Wedgwood, exclusive Thimble Guild commemoratives created to mark interesting anniversaries and historic events and also personalised thimbles for babies, birthdays and supported charities.



5,500 - Mail Order Buyers

List Features

Known mail order buyers
The file is extensively cleaned and all buyers are part of the current mailing programme
Average order value is £27.00 (exc. p & p)

Profile

85% female, 15% male
Majority aged 35+
Mostly housewives, very comfortable with mail order shopping
83% are multi buyers
Dedicated collectors with a high frequency of purchase
Patriotic and keen on royal events
Strong charity supporters

Interests

Mail order shopping
Charities
Collectibles
Religion
Crosswords & puzzles
Sewing/needlecraft
Pets

Successful Users

Non competitive mail order
Gift catalogues
Clothing catalogues
Charity appeals
Holiday offers
Magazine subscription offers

Breakdown of Recency

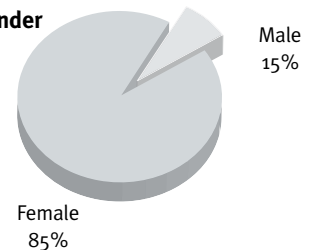
Recency not selectable,
all data is 0-18 months

Website

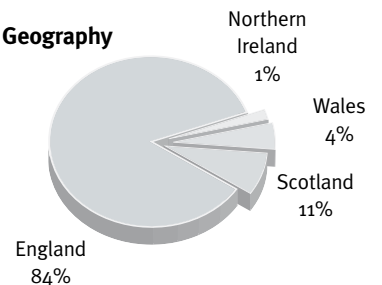
www.thimbleguild.com



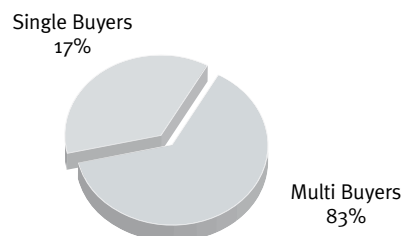
Gender



Geography



Multi/Single Buyers



millennium

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

immn
international mature marketing network





Rates and General Information

List Rental

- Base Rental £125/000

Selections

Whole file must be taken,
therefore no selections are available

Production Costs

- E-mail £30
- Disk £30
- Delivery £30

Lead Time

- 5 working days

Minimum Order

Whole file must be taken

General Information

- Sample mailing piece required for data owner's approval
- Warranty No. 000729
- 15% commission to recognised members of the DMA (UK) only
- One time usage agreement only
- Mailing list is seeded to detect un-authorised 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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