

andré de brett®

andré de brett is the sister brand of Damart and is synonymous with both value and quality, with an excellent reputation for providing style, comfort and excellent value for money. The range of clothing offered encompasses both current trends and wardrobe classics at a great price. Items range in price from £3.50 to over £100 and are purchased using a range of payment options.

Customers are highly responsive and regular mail order shoppers, mostly female and over the age of 50, who shop both from the catalogue and, increasingly, online.

All have purchased or enquired about items from the andré de brett catalogue, and almost half of customers have made repeat purchases.



426,359 - Mail Order Buyers

List Features

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

Profile

- 94% female, 6% male
- Average age 65 years
- Married or widowed
- Good average income of £13,000 pa
- 40% multi buyers
- 76% Homeowners

Interests

- Shopping by mail order
- Reading
- Music
- Crosswords

Successful Users

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

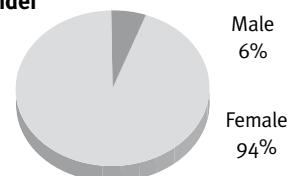
Breakdown of Recency

	Males	Females
13-24 Month Buyers	463	27,822
25+ Month Buyers	17,475	380,599

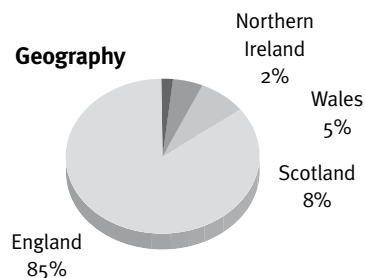
Website

www.andredebrett.co.uk

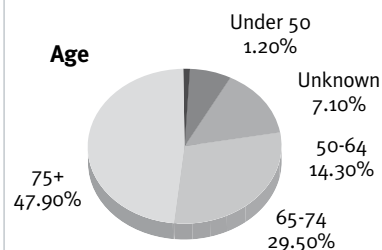
Gender



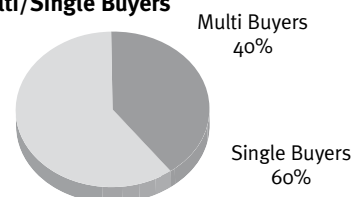
Geography



Age



Multi/Single Buyers



millennium

the direct marketing group®

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

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immn
international mature marketing network



Rates and General Information

List Rental

- 24+ months £70/000
- 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. 003603
- 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