

The Scottish Gourmet

The Scottish Gourmet was established 25 years ago as a select mail order club supplying a loyal customer base who enjoy fine food and the convenience of mail order shopping, with high quality, world famous Scottish cuisine.

Each month a different menu is produced with a tempting selection that may include such delights as Aberdeen Angus Beef, Shetland Salmon, Peebleshire Venison and Smoked West Country Seafood.

As well as the raw ingredients, prepared dishes are also offered for cooking and reheating. Dinner party menus are also available, with a choice of 4-course selections.



5,500 - Mail Order Buyers

List Features

- known mail order buyers
- 100% mail order buyers
- The list is extensively cleaned and all buyers are part of the current mailing programme
- Average order value is £72.00 (exc. p & p)

Profile

- 70% female, 30% male
- Majority aged 50+
- 75% are multi buyers
- Annual household income in region of £50,000
- These are well off individuals with high disposable income

Interests

- Passionate about fine wines and gourmet food (both cooking and dining out)
- National Trust
- Theatre/culture/arts
- Fine art/antiques
- Travel - exotic and long haul
- Current affairs/books
- Wildlife/environment

Successful Users

- Non competitive mail order
- Gift catalogues
- Wine promotions
- Up market holidays & cruises
- Magazine subscription offers

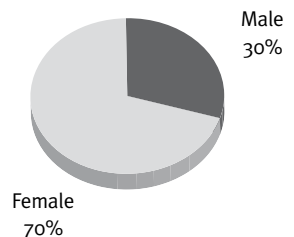
Breakdown of Recency

- Recency not selectable, all data is 0-18 months

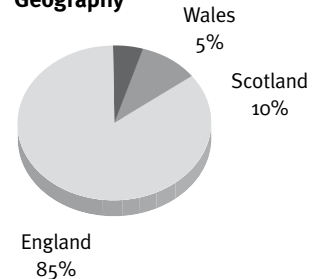
Website

www.scotlanddirect.co.uk

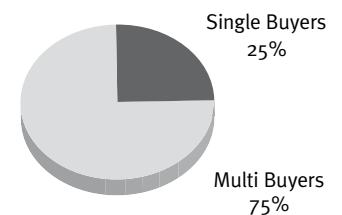
Gender



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 £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-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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