



The Waggers mail order catalogue, which was bought and relaunched by Country Collection Ltd, in 2002, boasts that it can supply almost everything on the planet for your dog.

It offers devoted pet lovers a huge range of unique, high quality products for the family dog, including beds, sleeping tunnels, waterproof dog coats, grooming aids, leads and collars, offering a first port of call for the many loyal customers who receive the catalogue four times a year.



## 14,750 - Mail Order Buyers

### List Features

Known mail order buyers

Recruited predominately through inserts in national press, such as The Telegraph, and quality magazines such as Horse & Hound and Good Housekeeping

Average order value is £47.00 (exc. p&p)

### Profile

80% female, 15% male,

5% unknown gender

Aged 45+ years

100% mail order buyers

Tend to be ABC1 profile

### Interests

Pets

Outdoor pursuits

Mail order shopping

### Successful Users

Non competitive mail order

Charity appeals & sweepstakes

Financial services

Clothing catalogues

Home & garden products

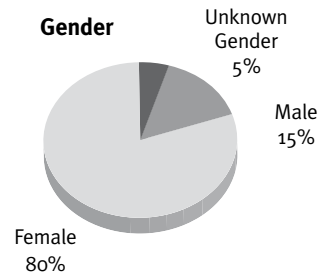
### Breakdown of Recency

Recency not selectable, all data is 0-24 months

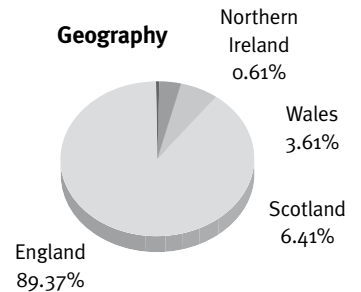
### Website

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

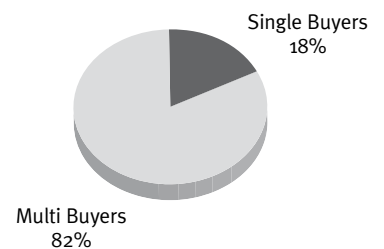
### Gender



### Geography



### Multi/Single Buyers



millennium

the direct marketing group®

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

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international mature marketing network





## Rates and General Information

### List Rental

- Base Rental £110/000

### Selections

- Nth Name F.O.C.
- Gender £7/000
- Geographic £7/000  
(England/Scotland & Wales only)

### Production Costs

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

### Lead Time

- 5 working days

### Minimum Order

- 5,000

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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. 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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