



The Country Collection catalogue, which has been growing steadily since it was launched in 1989, specialises in a range of distinctive, quality clothing, aimed at a discerning market with above-average disposable income.

Customers are, largely, upmarket ladies who value the high quality workmanship, hardwearing fabrics and unique designs, both for themselves and their partners – and are prepared to pay a premium for this.

In addition to the clothing range, a selection of high quality home accessories and gifts is offered each season.



51,507 - Mail Order Buyers

List Features

45,000 mail order buyers
Names are recruited through off the page advertising in quality broadsheets/magazines, direct mail and inserts
Average order value is £90.00 (exc. VAT)
File is updated monthly and is MPS suppressed

Profile

97% female, 3% male
Predominately aged 55+
Above average income
Own high value properties
Very demanding, high level of service required

Interests

Typically members of National Trust and/or subscribe to RSPB
Read more conservative women's magazines, ie. Woman and Home, Good Housekeeping
Lean toward upmarket daily newspapers

Successful Users

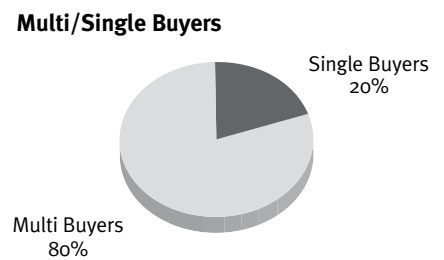
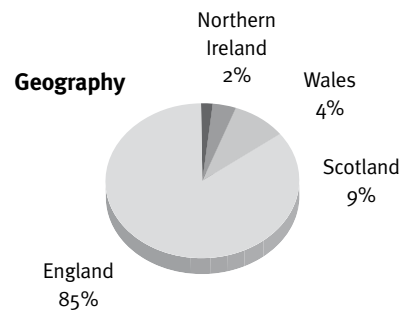
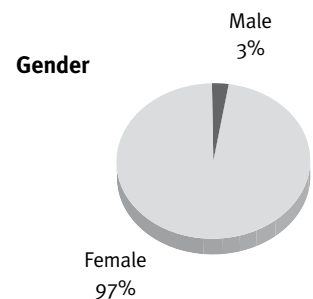
Non competitive mail order
Charity appeals
Financial services
Clothing & footwear
Gardening
Wine promotions
Magazine subscription offers
Upmarket holidays & gourmet food

Breakdown of Recency

Recency not selectable, all data is 0-18 months

Website

www.countrycollection.co.uk



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 £120/000
- Charity Rate £110/000

Selections

- Nth Name F.O.C
- 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

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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immn
international mature marketing network

