



Fine Italian Wine and Food - Direct

Established in 1900 as a small, family-run wine cellar, Giordano has become one of Italy's most prominent wine companies, selling quality Italian wines to an international audience.

They entered the UK marketplace in 1998 offering a wide selection of their classic still and sparkling wines, including Barolo and Chianti as well as Italian food specialities such as Wild Boar meat Salami, chilli flavoured Spaghetti and Borettane Onions in Balsamic Vinegar from Modena.



52,500 - Mail Order Buyers – SWAP ONLY

List Features

52,500 Giordano Wine mail order buyers
 'New' names added in January and June each year

Profile

56% male, 39% female
 Majority aged 40+
 Predominately senior management and professionals
 Higher income group
 Recruited through off-the-page advertising in national newspaper supplements such as Observer, Telegraph and Times, cold mailings, Inserts in quality magazines, and 3rd party inserts
 Average order value is £80.00

Interests

Culture/theatre
 Stocks/investments
 Taste for finer things in life



Successful Users

Mail order clothing & footwear
 Wine offers
 Magazine subscription offers
 Upmarket gift catalogues

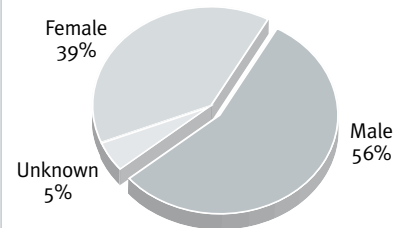
Breakdown of Recency

	Males	Females
0-6 Month Buyers	18,000	9,000
7-12 Month Buyers	7,000	4,000
13-24 Month Buyers	9,000	5,500

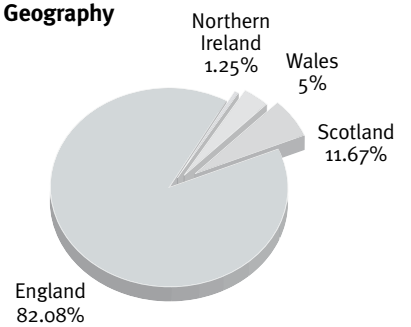
Website

www.giordanowines.co.uk

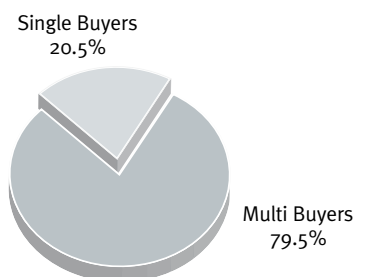
Gender



Geography



Multi/Single Buyers



the direct marketing group®

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

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Rates and General Information

List Rental

No charge as data is available on a 'SWAP' basis only

Selections

Nth - no charge

Gender - no charge

Geographic - no charge

Recency - no charge

Production Options

E-Mail - no charge

Disk - no charge

Delivery - no charge

Lead Time

- 5 working days

Minimum Order

- 5,000

General Information

- Sample mailing piece required for data owner's approval
- Warranty No. 002664
- 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
- Data is not MPS cleaned, therefore 10% oversupply will be provided

