

The James Meade catalogues have now been established for over 20 years and attract a very special type of mail order shopper who appreciates fine quality clothing that also offers excellent value.

James Meade Limited began life as a shirtmaker and then progressed into tailoring for ladies and gentlemen, based, largely, on natural materials including cotton, wool, silk and a range of specialist cashmere lines.

The company enjoys a high level of loyalty from customers who appreciate the 'family-run' ethos that still pervades.



50,205 - Mail Order Buyers

List Features

- 50,000 mail order buyers
- Names are recruited through off the page advertising in quality broadsheets/magazines, direct mail and inserts
- Average order value is £95.00 (exc. VAT)
- Counts available within the day
- File updated weekly

Profile

- 80% female, 20% male
- Aged 55+
- ABC1s
- 60% new buyers
- 70% Multi-Buyers

Interests

- Gourmet food and wine
- Fine art and antiques
- Foreign travel

Successful Users

- Non competitive mail order
- Charity appeals
- Financial offers
- Clothing & Footwear
- Gardening
- Wine promotions
- Magazine subscription offers
- Upmarket holidays
- Gourmet food

Breakdown of Recency

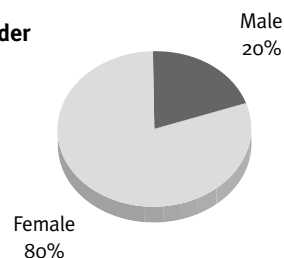
Recency not selectable, all data is 0 – 18 months

Website

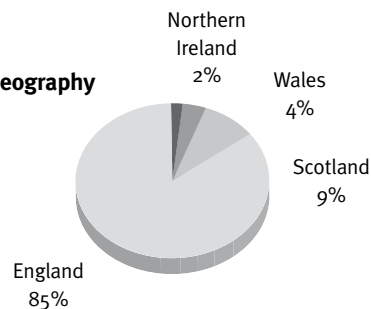
www.jamesmeade.co.uk



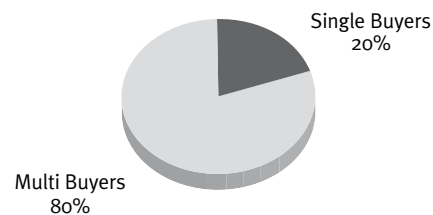
Gender



Geography



Multi/Single Buyers



Rates and General Information

List Rental

- 0-18 Months £120/000
- Charity Rate £10/000 off above prices

Selections

- Nth F.O.C.
- Gender £5/000
- Geographic £5/000
- Multi-Buyers £10/000

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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the direct marketing group®

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