

Best Direct Mail Order DRTV Buyers



Total File Size: 519,000

Cost per '000: £120

DRTV

Background

Best Direct provides a list of TV buyers who purchase a wide range of products in order to improve their health, well-being and general way of life. In the UK, Best Direct operate two 24 hour shopping channels, which demonstrate and sell health, self-improvement and fitness products as well as various home and kitchenware goods, by mail order. Best Direct broadcast 24/7 in the UK on Sky channels 639 and 648 and Telewest channel 742 giving a technical reach of circa 10 million regular tele-shopping viewers, equivalent to 25% of the viewers of these platforms.

Product sold range from fitness products such as the highly successful Gazelle and and Total Gym to the Titanium knife set and other quality household items.

Best Direct add approximately 7,000 new buyers each month to their database.

Typical purchasers are more likely to be female than male and range in age between 25 and 64. They are generally part of a family unit, with at least one member of the household being in full time paid employment. They are likely to be C1 / C2 socio economic groupings. Despite this they consistently demonstrate a propensity to purchase goods priced greater than £100.

File Breakdown

Health & Fitness	143,000
Beauty & Self Improvement	51,000
Kitchen & Homeware	283,500
Other	150,500
Multibuyers	233,000
Phone Numbers	385,000

Selection Available

Telephone Numbers	£55 per '000
Multibuyers	£25 per '000
Geographic	£10 per '000
Gender	£10 per '000
Recency	£10 per '000
Product	£10 per '000
N'th/Flagging	No charge
Named Individuals	No charge
Counts (guaranteed within 24 hours)	No charge

Profile

- 56% female, 44% male
- 23,000 0-3 month buyers
- 60,000 0-12 month buyers
- 73% aged 30+
- 75% earn up to £30,000
- 70% are home owners
- Predominantly read The Sun, The Mirror or Daily Mail
- **Full profile information available upon request**

Source

- Sky Digital channel 639 & 648
- www.bestdirect.tv
- Telewest channel 742

...Please turn over for further information

Data correct as of October 2008

For the latest counts, check out our website at: www.listlab.com

Or telephone **+44 (0)20 7484 8686** List warranty number: 002954



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Example



List Rental Rates (per '000)

Buyers	£120
Charity Discount on Base Rental	up to 20%
Phone numbers – additional charge of	£55
Inserts available on approval	
List Broker Commission to DMA Members	up to 20%

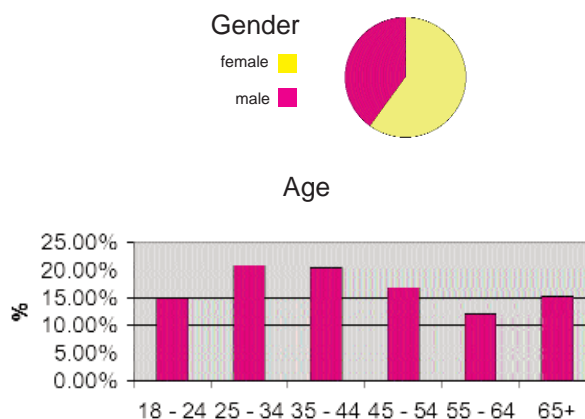
Production/Delivery Costs

Email	£40
Disk	£40
Self-Adhesive Labels	£10 per '000
Key Coding	£4 per '000
Run-on Charge	£10 per '000
Delivery (UK)	£40
Delivery (Overseas)	£45
Delivery within 2 days (additional charge)	£50

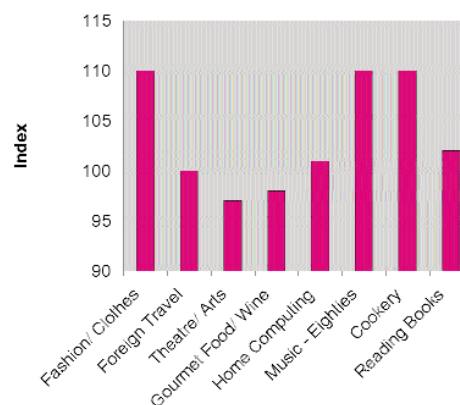
Useful Info

- Check out the website at www.bestdirect.tv
- Check out their products and services on Sky Digital channel 648 & 639
- This file is updated every three months
- This file has been seeded
- This file has been MPS cleaned

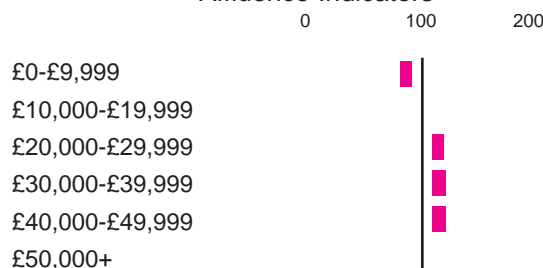
Illustrated Profile



Hobbies & Interests



Affluence Indicators



Restrictions

- Sample mail piece submitted for approval
- Minimum order 5,000
- One-time usage only
- List rental agreement must be signed by mailer
- First time rental must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request



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