

**Total File Size: 132,000**

**Cost per '000: £100**

Health & Mail Order

## Background

This list consists of buyers of three types of skin cosmetic products. *Sudden Change* is a cream which treats under-eye wrinkles by tightening the skin, *Dermaklear* treats thread veins across the body and *Hair Block* removes body hair.

The names on this file are typically aged 40+, are 87% female and have spent an average of £23 with 70% paying by credit card. The vast majority of buyers have responded to advertisements in *The Daily Express*, *The Mirror* and *The People*, as well as *Mature Thymes* and *Active Life* with a small number recruited via direct mail and inserts.

## File Breakdown

	Buyers
Sudden Change Buyers	1,000
Dermaklear Buyers	3,500
Hair Block Buyers	97,000
Hair Trimmer Buyers	6,100

## Selection Available

Multibuyers	£50 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

- 13% male, 87% female
- 7,500 0-12 month buyers
- 70% aged 45+
- 76% are home owners, 68% own a car
- More likely to read the Telegraph and Mail
- 79% have incomes up to £30,000
- These buyers enjoy classical music, gardening, National Trust and charitable concerns and UK holidays
- Full profile information available upon request

## Source

- Off-the-page advertising
- Direct mail
- Inserts

...Please turn over for further information

**Data correct as of October 2008**

For the latest counts, check out our website at: [www.listlab.com](http://www.listlab.com)

Or telephone +44 (0)20 7484 8686 List warranty number: 002256 002283



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# Cosmetic Mail-Order Product Buyers

Windsor Products

## Example

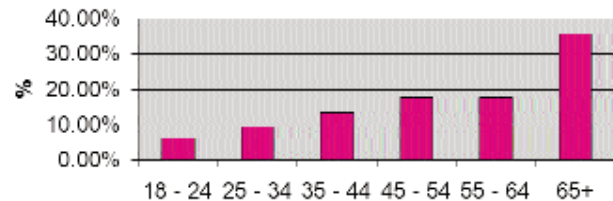


## Illustrated Profile

### Gender



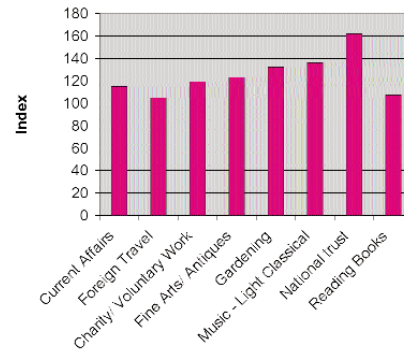
### Age



## List Rental Rates (per '000)

Buyers	£100
Charity Discount Available	
Inserts available on approval	
List Broker Commission to DMA Members	up to 20%

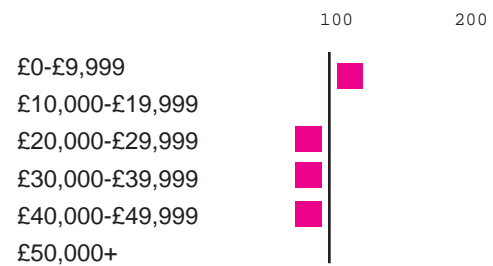
### Hobbies & Interests



## 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

### Affluence Indicators



## Useful Info

- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS cleaned
- This file is not exclusively managed by *Listlab*

## 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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