

**Total File Size: 950,000**

**Cost per '000: £120**

**Health & Mail Order**

**This file is co-managed with Cheryl Nathan**

## Background

Goldshield is a well-known supplier of pharmaceuticals, supplements and a wide range of other healthcare products. The products portfolio covers five major healthcare categories: joints & mobility, general well-being, heart & circulation, weight management and skin care. They also sell health books, accessories and gifts aimed at both men and women.

Goldshield's customers are extremely loyal, with over 50% being multibuyers who regularly buy from over 200 products available. Names are mainly recruited via off-the-page advertisements in titles such as The Daily Mail, The Telegraph, You and The Express, as well as via the Goldshield catalogue or from their website (goldshield.co.uk).

Buyers are 62% female, predominantly aged 45+. The file currently has 40,000 0-12 month buyers and is adding approximately 1,500 new buyers per month.

Buyers on this file are concerned about their well-being, are interested in their appearance and have proven consistent buyers of products to help them maintain this. This list is strongly recommended for charity raffles, fashion, cosmetics and fitness mailers, homeware, particularly offers aimed at females and charity offers.

## File Breakdown

|                     | Buyers  |
|---------------------|---------|
| UK                  |         |
| 0-12 month buyers   | 47,000  |
| 13-24 month buyers  | 44,000  |
| Multibuyers         | 620,000 |
| Joints & Mobility   | 470,000 |
| Heart & Circulation | 395,000 |
| Skincare            | 290,000 |
| Weight & Management | 175,000 |
| General Wellbeing   | 65,000  |

## Profile

- 62% female, 38% male
- 40,000 0-12 month names
- Average order value £32
- Predominantly aged 45+
- Household income £5-£15,000
- Regular credit card users
- 66% are married
- **Full profile information available upon request**

## Selection Available - up to 5 free

Multibuyers  
Payment Method  
Product Type  
Gender  
Recency  
Age  
N'th/Flagging  
Named Individuals  
Counts (**guaranteed within 24 hours**)

## Source

- Off-the-page advertising
- www.goldshield.co.uk
- Sponsorship

...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: 003030



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# Goldshield Health Mail Order Buyers



## Example



## List Rental Rates (per '000)

|                                       |           |
|---------------------------------------|-----------|
| Buyers 0-12                           | £120      |
| Charity discount on base rental       | up to 20% |
| List Broker commission to DMA members | 15%       |

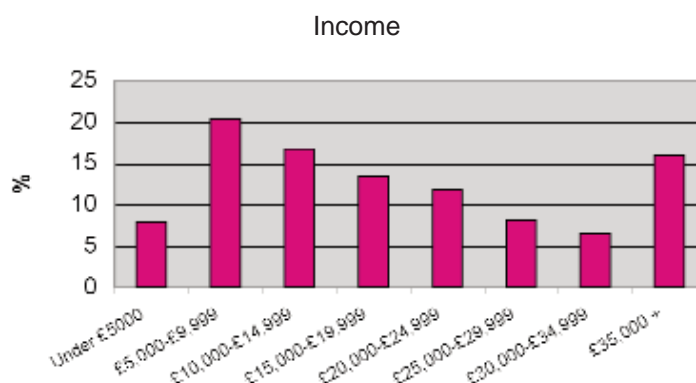
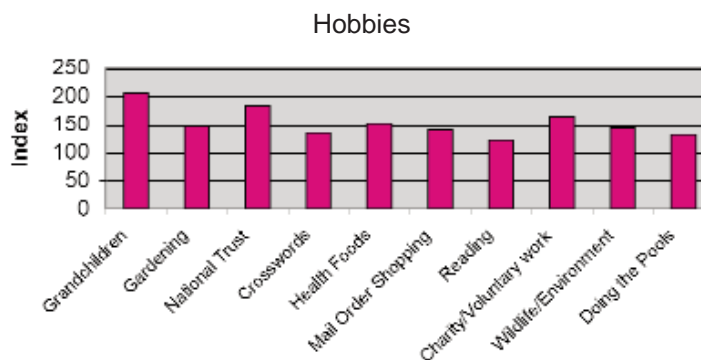
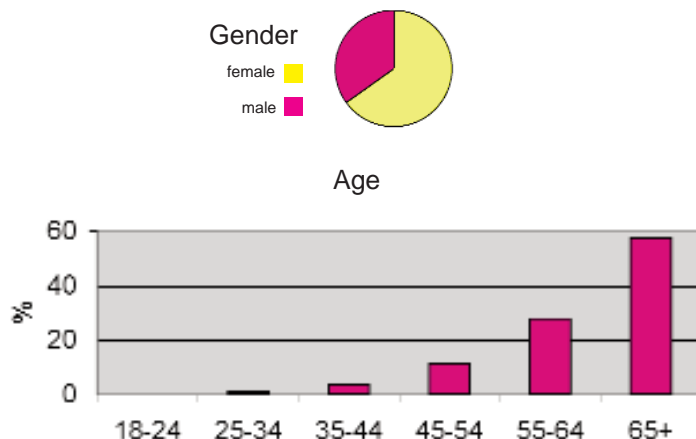
## Production/Delivery Costs

|   |              |
|---|--------------|
| 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<br>(additional charge) | £50          |

## Useful Info

- Check out the website at [www.goldshield.co.uk](http://www.goldshield.co.uk)
- This file is updated on a monthly basis
- This file has been seeded
- This file has been MPS screened

## Illustrated Profile



## 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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