

CHARLES TYRWHITT

JERMYN STREET LONDON

BUYERS OF WOMEN'S APPAREL & ACCESSORIES

0-12 month Buyers: 31,945

Total UK Buyers File: 47,114

www.ctshirts.co.uk

Whether it is for a board meeting, day-to-day office wear or lunch with the girls, the style and quality of Charles Tyrwhitt's women's range ensures the wearer feels smart, professional & feminine, knowing she is wearing quality tailored clothing. The range of Women's Apparel & Accessories consists of suits, coats, elegant cufflinks, as well as the high quality shirts that Charles Tyrwhitt are renown for.

The range has been extended UK and worldwide via the Charles Tyrwhitt website, with customers also buying from the catalogue collection as offered via Charles Tyrwhitt's regular mailings.

Charles Tyrwhitt's customers have been sourced through catalogue, internet and insert offers. There is a large amount of multi-buyers on the database, making this list highly responsive for a large range of other non-competitive direct mail offers.

Interests

- Gourmet food & wine
- Travel
- Arts/Theatre
- Museums
- Books
- Investments/Finance



Profile

Customers are affluent professionals, the majority of whom are married.

- 55% Female
- 67% Earn over £30,000
- Aged 35-55 years
- ABC1's
- Homeowners
- Regular credit card users



A quality file that is sure to give great results for mailers looking to target affluent households.

This list is an ideal opportunity for any fashion, finance, charity or travel offer via direct mail.

Call Pamela Gardiner or Maria Dooley for details on: +44 (0)20 3397 9950 or email: accent@accentdirect.co.uk

Accentuating quality within direct marketing

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Rental Rates

<u>RATE</u>	<u>Price per 1,000 (Ex VAT)</u>
• Base Rental - Buyers 0-12m	£140.00
• Buyers 13-24m	£120.00
• Base Rental - Enquirers	£100.00
• Charities	Base Rental Discount of £10.00



SELECTIONS

• 0-3 month Recency	£ 20.00
• 0-6 month Recency	£ 10.00
• Gender	£ 10.00
• Multibuyers	£ 10.00
• Order Value	£ 10.00
• Payment Method	£ 10.00
• Geographic	£ 10.00
• Soft Option Card	Not Permitted



RE-USE RATE

- £20/000 reduction off the base rental price. Please enquire for 2x+ re-mail prices.

PRODUCTION

• CD / Disk / Email	£ 45.00 per order
• Courier Delivery for CD or Disk	£ 45.00 per order
• Run-on charge	£ 15.00 /'000

GENERAL

- Minimum order 5,000 records
- Net names available on orders over 20,000 records. Nets must be claimed within 3 months of invoice date together with de-dupe report, otherwise null and void.
- Copy of mail piece required for prior approval and supply of Charles Tyrwhitt data.
- 10% commission to recognised DMA (UK) brokers unless otherwise agreed.
- Cancellation Fee charged at 20% of total order price plus run-on fee if cancelled after supply of data. Minimum Fee of £100.00.
- Delivery available within minimum of 3 days.



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