



Discerning
Travellers

Buyers of Travel Products from Scotts & Co



0-12 month Travel Products Buyers: 52,663

Total Buyers File: 109,741

www.scottsandco.com

Background

The Discerning Travellers file identifies buyers across the entire Scotts and Co range who have bought travel goods from one or more of the Scotts & Co catalogue brands. The travel products range include sturdy luggage sets, comfort pillows and document wallets amongst other quality travel essentials.

Scotts & Co are one of the most prominent names within the mail order industry due to their market leading portfolio which contains a number of the country's most popular catalogues, such as Scotts of Stow, The Original Gift Company and The Verdict.

Regular travellers, these individuals enjoy an active and affluent lifestyle, and would be suitable for most mail order, charity and leisure offers.



Profile

Customers are professional and upmarket homeowners, aged 50+ with incomes of £35,000+.

The average order value is £60.00.

- 80% female
- ABC1
- Aged 50+
- Established Homeowners

Interests

- Travel
- Outdoor Interests
- Technology
- Gourmet Food/Wine
- Charities
- Arts/Theatre



Catalogues include

- Ancestral Collections
- Cucina Direct
- The Verdict
- The Natural Linen Chest
- The Original Gift Company
- Presents Direct
- Scotts of Stow
- Solutions World
- Traditional Garden & Country Home

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

Accentuating quality within direct marketing



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List Rates

RATE

Price per 1,000 Ex VAT

- Base Rental - 0-12m Buyers £120.00
- - 13-24m Buyers £100.00
- Charity Rate Base Rental Discount of £ 10.00

SELECTIONS

- Gender £ 5.00
- Hotline names (0-3m recency) £ 20.00
- 0-6m recency £ 10.00
- Geography £ 10.00
- Multi-buyers £ 10.00
- Age £ 10.00
- Order Value £ 10.00
- Mutually Exclusive to other Scotts & Co titles. £ 10.00
- Online Buyers £ 10.00

RE-USE RATE

- 20% off the base rental price. Please enquire for 2x+ re-mail prices.

PRODUCTION

- CD / Disk / Email £ 45.00 per order
- Courier Delivery by 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 Scotts & Co data.
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed.
- Cancellation Fee charged at 20% of total order price including run-on fee if cancelled after supply of data, with minimum cancellation fee £100.00.
- All orders only accepted under our terms and conditions. Available upon request.
- Delivery available within minimum of 2 days.
- Email addresses not available.



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