



Family  
Fun

**Timeless Toys & Games from Scotts & Co**



**0-12 month Toys & Games Buyers: 32,181**

**Total Buyers File: 69,130**

[www.scottsandco.com](http://www.scottsandco.com)

### **Background**

The Family Fun file contains buyers of classic games and toys from the vast collection across the various titles owed by Scotts & Co, selecting known buyers of games and toys with traditional and family values in mind. Products include board games, puzzles, toys and fun activity sets suitable for both children and families, focusing on traditional and educational toys and games only.

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

Buyers of these products are upmarket and affluent and have been sourced from mail order campaigns, making them highly responsive for a wide range of children and/or family mail order, charity and leisure offers.



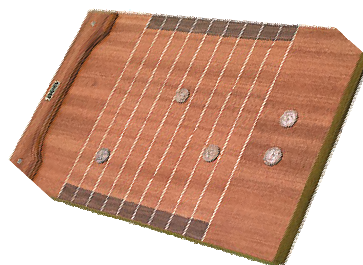
### **Profile**

Customers are professional and upmarket homeowners, aged 45+ with incomes of £35,000+. The average order value is £60.00.

- 81% female
- ABC1
- Aged 40+
- Established Homeowners

### **Interests**

- Technology
- Travel
- Outdoor Interests
- 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 and Country Home

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

Accentuating quality within direct marketing



# Family Fun

## Timeless Toys & Games from Scotts & Co

### 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
- Other Product Categories £ 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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