

## *Fashion Focus*

**0-12 month Buyers: 157,481**

**Total Buyers File: 322,014**

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

### **Background**

Customers of the Fashion Focus file have brought from a range of high quality apparel, outerwear, shoes, accessories or nightwear from across the Scotts & Co Group. These discerning men and women are conscientious buyers who are highly affluent and highly responsive with over 79% of the file being multi-brand multi-buyers.

Fashion Focus buyers are well educated, high earning professionals, with an average income in excess of £30,000. Their credit card usage is considerably above the UK average. Customers are generally web savvy as the majority have chosen to buy online.

Product prices range from £30.00 to £300.00 with average order values of £60.00.

Customers have been recruited primarily through external lists, catalogue insert in quality news papers, online activity and including fashion buyers through Scotts & Co Group. Being part of the Scotts & Co Group these buyers have shown their loyalty, shopping via mail order by actively buying from award winning catalogues such as Scotts of Stow, Prelude, Traditional Garden and Country Home.

Fashion Focus is ideal for other fashion and home mail order catalogues, as well as charity, financial and publishing offers.

### **Profile**

Customers are professional and upmarket homeowners with incomes of £30,000+.

- 79% female, 21% Male
- ABC1
- Aged 35-65
- AOV £60+
- Established Homeowners
- Credit Card holders

<b>Some of the segments available within Fashion Focus</b>	
	<b>0-12m buyers</b>
Clothing	130,936
Accessories	31,392
Jewellery & Watches	<b>57,643</b>
Footwear & Accessories	76,857
Gloves, Hats, Scarves	42,570

### **Interests**

- Charities
- Travel & Leisure
- Fashion
- Gourmet Food/Wine
- Arts/Theatre



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

*Accentuating quality within direct marketing*

# Fashion Focus

## List Rates

### RATE

- Base Rental - 0-12m Buyers
- - 13-24m Buyers
- Charity Rate

### Price per 1,000 Ex VAT

£120.00
£110.00
Base Rental Discount £10.00

### SELECTIONS

• Product Category (Shoes, Apparel, Jewellery)	£ 10.00
• Gender	£ 10.00
• 0-6m Recency	£ 10.00
• Multibuyers	£ 10.00
• Known Charity Donors	£ 10.00
• Age	£ 10.00
• Order Value	£ 10.00
• Method of Payment	£ 10.00
• Plus Size	£ 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 24 hours.



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