



**0-12 month Pet Product Buyers: 50,866**

**Total Buyers File: 107,430**

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

### **Background**

The Pet Devotees file has recently been rejuvenated. Scotts & Co have cross referenced their file with 3rd party data of known pet owners. The result has identified additional owners of pets from their already loyal and regular mail order customers. This in turn makes Pet Devotees a bigger and better file, with more known pet ownership than ever before.

Customers on the file are affluent and upmarket buyers who ensure their pampered pooch is always in mind. Sourced through selecting buyers of pet and animal themed products across Scotts & Co's range of titles including Scotts of Stow, Ancestral Collections and The Verdict, these customers have shown their loyalty to pet and animal offers by consistently responding to other pet and animal associated offers, including charities, publications and pet insurance offers.

Scotts & Co are one of UK's 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, Ancestral Collection and The Verdict.

This unique list provides animal charities and mail order companies with the opportunity to reach a large number of known pet product buyers and pet owners.

### **Profile**

Customers are professional and upmarket homeowners, aged 50+ with incomes of £35,000+. The average order value is £60.00.

- 79% female
- ABC1
- Aged 50+

### **Interests**

- Animals
- Travel
- Outdoor Interests
- Charities
- Arts/Theatre
- Children/Grandchildren



### **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 for details on:  
+44 (0)20 3397 9950 or email: [accent@accentdirect.co.uk](mailto:accent@accentdirect.co.uk)**



# Pet Devotees

## Buyers of Pet Products 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
- Recent Charity Exclusion £ 15.00



#### 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

#### 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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