

Country Garden Collection

Formerly Shires of Bath

Description

Shires of Bath has re-branded as The Country Garden Collection. The new look catalogue features an array of products to help you make the most of the country way of life including stylish garden furniture & accessories, traditional furnishings and plants as well as essentials for al fresco dining.

Customers are upmarket women aged 45+. They are affluent homeowners with a wide range of savings & investments and high levels of credit card usage. There is also a large percentage of the file who donate to a variety of charities including animal welfare, children, medical, elderly and third world.

Their interests include gardening, outdoor pursuits, books/reading, cooking, fine art/antiques, theatre/the arts, wines and foreign travel.

This database is ideal for charities, financial services, non-competing mail order, travel, publishing and other upmarket, high ticket offers.

Profile

- 👤 75% female, 25% male
- 👤 Predominantly aged 45+
- 👤 Income predominantly £30k+
- 👤 Average order value £37, high percentage of repeat buyers
- 👤 Mail order buyers of gardening accessories, plants & bulbs, books, fashion, music and wines

Base Rental & Selections



0-12 month Buyers	£120/000
13+ month Buyers	£95/000
Charity Rate	£100/000
Recency	£5/000
Gender	£5/000
Geography	£5/000
Order value	£10/000
Multibuyers	£10/000

Production & Delivery

Email	£50	1-2 days delivery
	£35	3-5 days delivery
Run charge	£12/000	
Minimum Order	5,000 records	

This mailing list may be used once per purchase unless otherwise agreed. All orders are subject to approval and must be accompanied by a sample mailing piece.

Counts

0-12 month Buyers	42,474
13-24 month Buyers	24,369
0-12 Multibuyers	40,017



**To request counts or place an order, please contact:
The List Management Team on 020 8995 1919**



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