

# Pia

## Description

Pia Jewellery offers an exclusive range of jewellery and luxurious accessories. Pia's designs are timeless classics, often inspired by nature or reflecting a cool modernity.

Pia Jewellery is lovingly crafted to the highest standards and is ideal for a gift for any occasion or a treat just for yourself!

Customers are predominantly upmarket females aged 40+ with an interest in the finer things in life such as fine wines, theatre and the arts. They are proven mail order buyers with an average order value of £57.

This file is ideal for many offers including charities, non-competing mail order, travel, publishing and other upmarket, high ticket offers.

## Counts

0-12 month Buyers **43,326**  
13-24 month Buyers **33,040**



## Profile

- 85% females
- Aged 40+
- ABC1 proven mail order buyers
- Average order value £57
- Interested in the finer things in life eg fine wines, arts etc



## Base Rental & Selections



> Browse our catalogue

Buyers	£110/000
Charity Rate	£100/000
Recency	£10/000
Gender	£10/000
Geography	£10/000

## Production & Delivery

Email £40  
Run charge £10/000

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.



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



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