

## READERSHIP FILE

### Description

Scotts & Co are one of the UK's leading mail order specialists with a strong portfolio of catalogues including Scotts of Stow, Ancestral Collections, Cucina Direct, Presents Direct, Viva, Expert Verdict and many more high profile brands.

Scotts & Co can now enhance your selection with a brand new opportunity to target buyers from across the group's catalogues by the type of publication and newspaper read.

This database is ideal for many offers but in particular publishing, charities, financial services, non-competing mail order and travel.

### Profile

- ♥ 80% female, 15% male
- ♥ Predominantly aged 45+
- ♥ Average order value £60, high percentage of repeat buyers
- ♥ Incomes predominantly £30K+
- ♥ Interests include books/reading, cookery, gardening, theatre/arts and wine.
- ♥ Charitable concerns include animal welfare, children, medical, third world, disabled/handicapped and the environment.

### Base Rental & Selections

#### Newspapers

#### include:

The Telegraph

Daily Mail

The Times

#### PLUS

Regional Press

0-12 month Buyers	£120/000
13+ month Buyers	£100/000
Charity Rate	£110/000
Gender	£5/000
Geography	£5/000
0-6 Recency	£10/000
Order value	£10/000
Multibuyers	£10/000
Media Source	£10/000

### Production & Delivery

Email £35  
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.

### Recency Counts

**Over 100,000 readers and growing fast!!**

0-12 month buyers 54,087  
13-24 month buyers 46,076

### Magazines include:

Radio Times  
Choice Magazine  
Woman & Home  
National Trust  
Country Life  
The Week  
Motoring & Leisure

### Examples of Selections

**Bespoke selections are available to reach your target audience.**

**Here is just a flavour of some of the selections you could make.**

#### Readers of:-

National Trust: 3,726  
Radio Times 11,318

Quality Press: 21,951  
Mid-Market Press 33,962

Country, Homes & gardens publications 6,248

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

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