

CHARLES TYRWHITT

JERMYN STREET LONDON

Total Names: 240,095
0-12 months: 73,355



www.ctshirts.co.uk

Background

An excellent list for targeting affluent and mail order responsive women & gentlemen. Since 1986 Charles Tyrwhitt has produced shirts of impeccable quality and at reasonable value for money. They have created their file by classic direct response techniques and are now the premier male orientated mailing list within the U.K.

List Characteristics

- 70% male
- Active buyers
- High levels of post-coding
- Mail order receptive buyers
- MPS Screened



Profile

- 86% regular credit card users
- 58% professional/senior managers
- 67% earn over £30,000
- Males aged 30-54 years
- Homeowners/ Affluent ABC1's

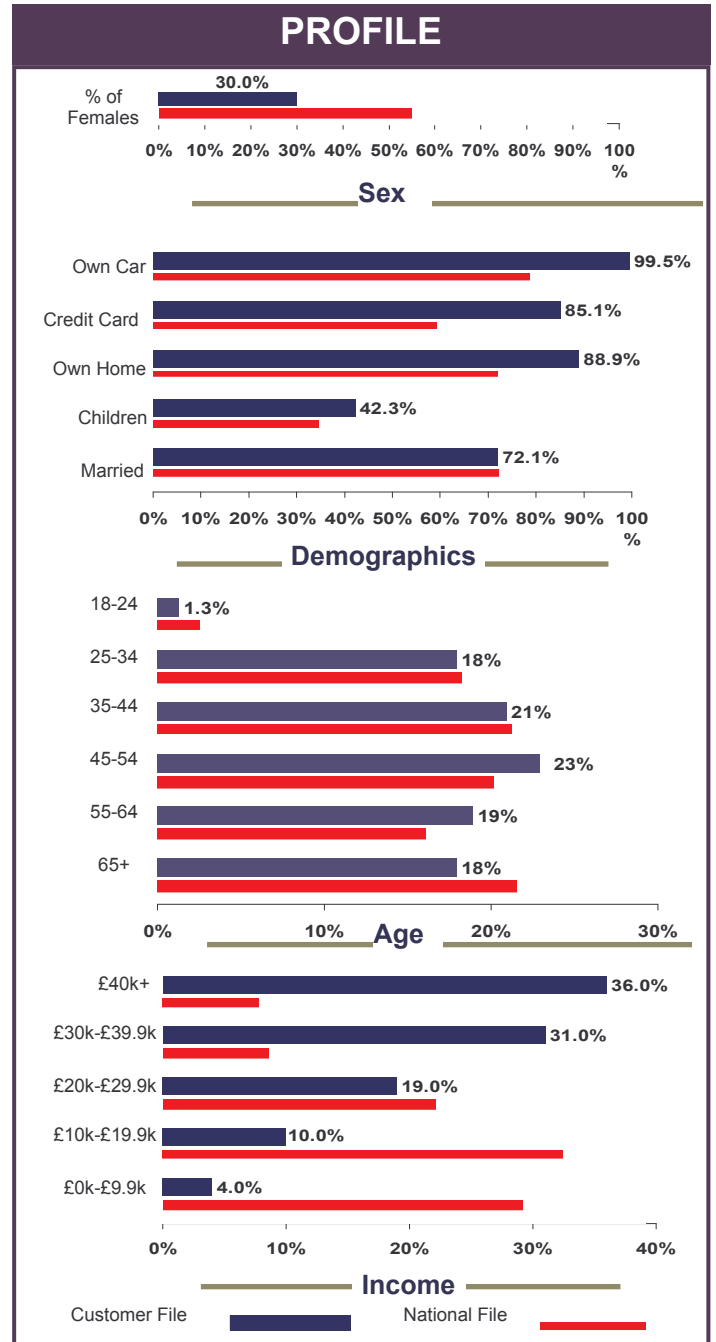
Lifestyle Analysis

Using detailed profiling and analysis techniques we are able to identify high lifestyle scores in:

- Books
- Wines
- Stocks/shares
- Golf
- Eating out
- Foreign travel
- Unit trusts/ investments
- Current affairs
- Gourmet cooking
- Theatre/culture/arts
- Antiques/fine art
- National Trust



A quality file that is sure to give superb results for anyone serious about a direct mail campaign geared to attract and recruit high volumes of affluent mail order purchasers.



Call Ben or Steve
now for details on: 01256 692372
Or e-mail: sales@tri-direct.co.uk



Winner of 5 Categories



LIST RATES & ORDERING INFORMATION

Charles Tyrwhitt

RATE & VOLUME

	Prices per 1000 Ex VAT
• Buyers/Enquirers 0-6 Months	£155.00/100.00
• Buyers/ Enquirers 0-12 Months	£140.00/£80.00
• Buyers/ Enquirers 13-24 Months	£75.00/£60.00
• Buyers/ Enquirers 25-36 Months	£50.00/£40.00
• International Names 0-12 Months	£145.00
• International Names 13-24 Months	£90.00
• Charity Rate	£10.00 Discount
• AcceleRATE per 100,000 records	£11,900

SELECTIONS

• Title/Prefix	£7.00
• Payment Method	£7.00
• Geographic	£7.00
• Mail sort	£7.00
• Multi-buyers	£7.50
• Order Value	£10.00
• 1 in N	Free of Charge

PRODUCTION CHARGES

• Run on charge	£10.00/000
• Key code – 7 digit alpha/numeric	£2.00
• EMAIL	£30.00 per order
• CD ROM	£25.00 per order
• Disk	£20.00 per disk

GENERAL

- Minimum order 5,000 records
- Net names on 20,000 plus. Actual volume mailed to be notified within 3 months of order delivery, or the net name agreement becomes null and void
- File held randomly
- File MPS cleaned every 90 days
- List owner warranty no. 160933
- 15% commission to recognised DMA (UK) brokers unless otherwise agreed
- All orders can only be accepted under our terms and conditions, which are available on request.
- The above information is correct at time of print, please contact our sales team to confirm rates prior to placing an order.

Updated 23/01/2007