

# The Beauty Club

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

Total Names: 55,200  
0-12 months: 18,825



## Background

The Retinol Beauty Club retails a range of Retinol skin products which feature a woman's moisturiser/anti-wrinkle crème. It is manufactured in New Zealand and sold via direct mail in 5 countries. The range is not available in retail but has been selling via Retinol Beauty Club for over 13 years. The orders are generated from inserts and media advertisements as well as the internet.

## List Characteristics

- 96% female
- High ABC1 levels
- Aged 35-65
- MPS Screened



## Profile

- 70% regular credit card users
- Married
- Average income in excess of £35k
- Affluent homeowners

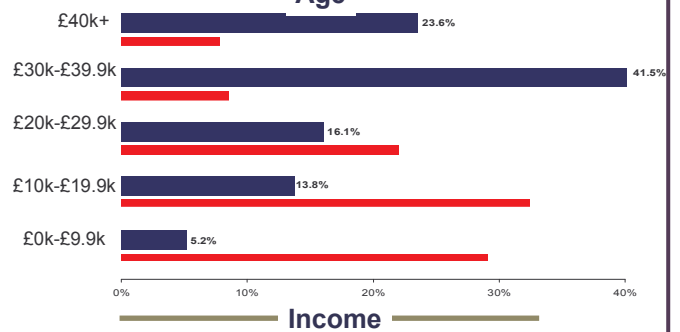
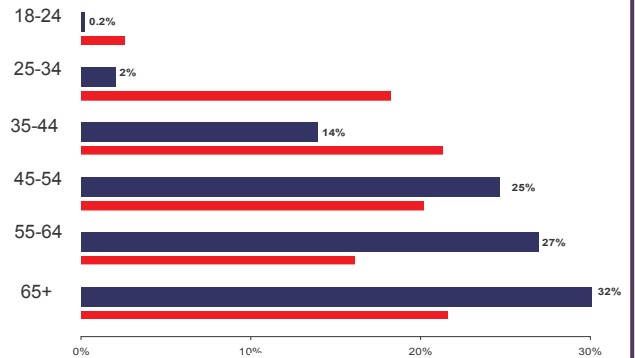
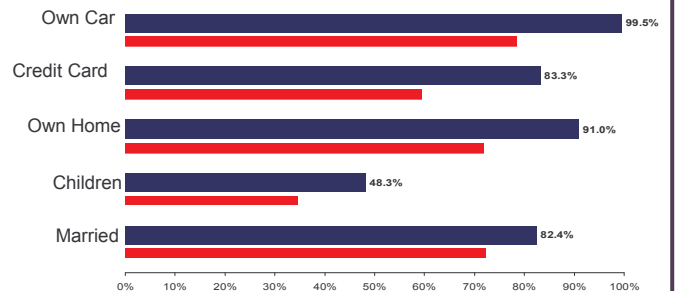
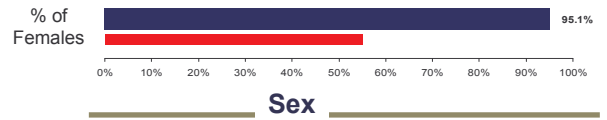
## Lifestyle Analysis

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

- The National Trust
- Theatre/Arts/Culture
- Gourmet cooking
- Shop by catalogue
- Wines
- Current affairs
- Gardening
- Foreign travel
- Charity/Voluntary work
- Books



## PROFILE



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



# LIST RATES & ORDERING INFORMATION

## Retinol Beauty Club

### RATE & VOLUME

- Buyers
- AcceleRATE per 22,270 records

### Prices per 1000 Ex VAT

£100.00  
£1,892

### SELECTIONS

- Title/Prefix
- Purchase date
- Geographic
- 1 in N

£10.00  
£10.00  
£10.00  
Free of Charge

### PRODUCTION CHARGES

- Run on charge
- EMAIL
- CD ROM
- Disk
- Delivery – less than 3 working days

£13.00/000  
£35.00 per order  
£30.00 per order  
£30.00 per disk  
£35.00 per order

### 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. 002568
- 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 30/01/2007**