

halfpriceperfumes.co.uk



Total Names: 28,655



www.halfpriceperfumes.co.uk

**Background**

Halfpricesperfumes.co.uk is the web base for Sterling Pharmacy Limited. Established in 1996 Sterling Pharmacy is a U.K. Multi channel retailer of discounted branded fragrances and skin care products. Brands sold include Calvin Klein, Burberry, Clarins, Gucci and Lacoste to name a few. Sterling Pharmacy went 'national' in 2001 and have built on their philosophy of selling premium brand products at pocket money prices.

**Key Characteristics**

- Mail order responsive female buyers
- 100% Fully Post coded
- MPS Screened
- High Level multi-buyers
- Great value for money
- File continually updated
- Average order value £45+



**Profile**

Predominately female, aged 35 years+, good levels of disposable income. All buyers are high internet users and all purchases are made via credit/debit card.

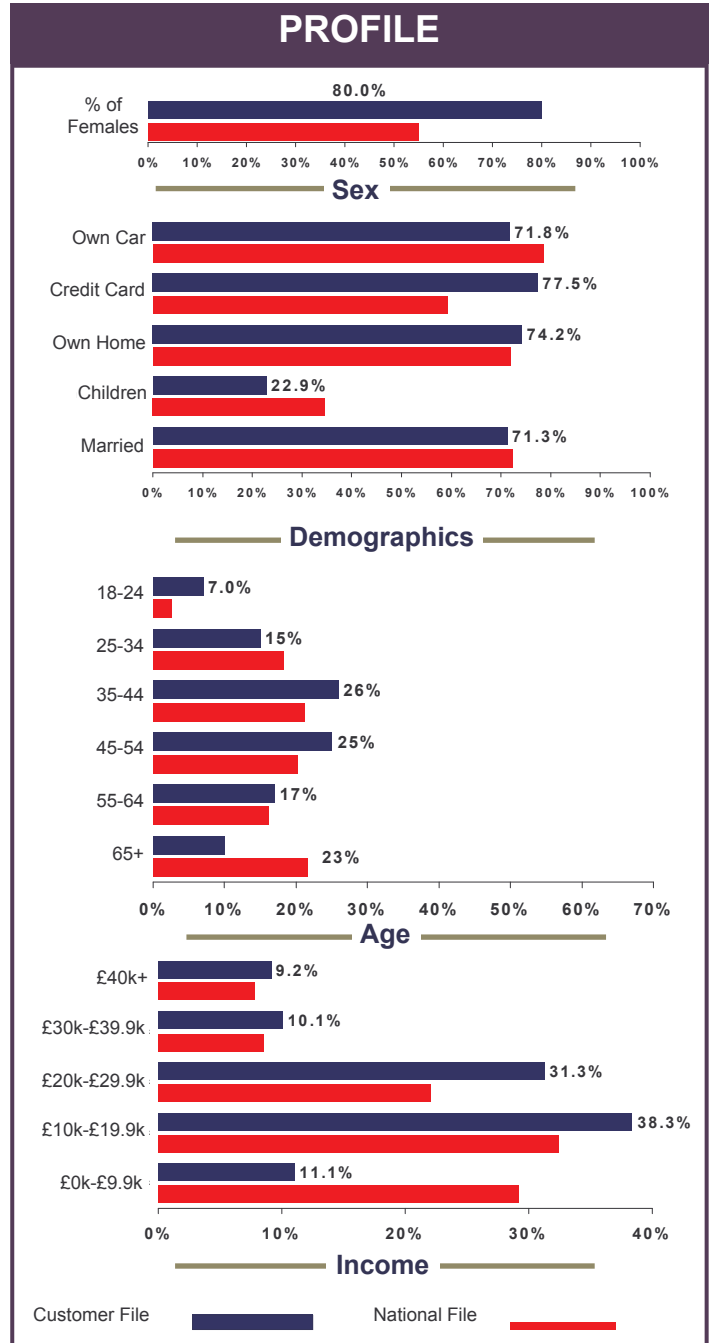
**Lifestyle Analysis**

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

- Shopping on the internet
- Foreign travel
- Wines
- Fashion
- Books
- Eating Out



An excellent file that is sure to bring a sweet smell to your next campaign.



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



# LIST RATES & ORDERING INFORMATION

**halfpriceperfumes.co.uk**

## **RATE & VOLUME**

	<b>Prices per 1000 Ex VAT</b>
• Buyers 0-12 Months	£90.00
• Buyers 13-24 Months	£70.00
• E-mail Addresses	£125.00
• AcceleRATE per 7,643 records	£585.00
• Charity Rate	£10.00 Discount

## **SELECTIONS**

• Gender	£10.00
• Buyer	£10.00
• Geographic	£10.00
• 1 in N	Free of Charge

## **PRODUCTION CHARGES**

• Run on charge	£10/000
• Key code – 7 digit alpha/numeric	£2.00
• EMAIL	£30.00 per order
• Delivery – 5 working days	£35.00 per order
• Diskette	£20.00 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
- List owner warranty no. 003415
- 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 details are correct at time of print, however please contact our sales team to confirm rates prior to placing an order.

**Updated 08/01/2007**