

Total Names: 22,610
0-12 months: 12,225



TRI-DIRECT
S A L E S

Cath Kidston®
 — Ltd —

www.cathkidston.co.uk

Background

Cath Kidston started in 1993, selling second hand furniture and vintage fabrics from a small shop in Notting Hill. Today Cath Kidston is well known for creating signature floral prints for soft furnishings and wallpaper which have come to stand for their unique look and feel. Products can be purchased from the stunning mail order catalogue, on-line or from one of the 12 retail outlets which are located in London, Bath and the USA.

List Characteristics

- Highly mail order responsive
- Affluent ABC1's
- File constantly updated
- Average order value £68
- 100% fully post-coded
- MPS cleaned

Profile

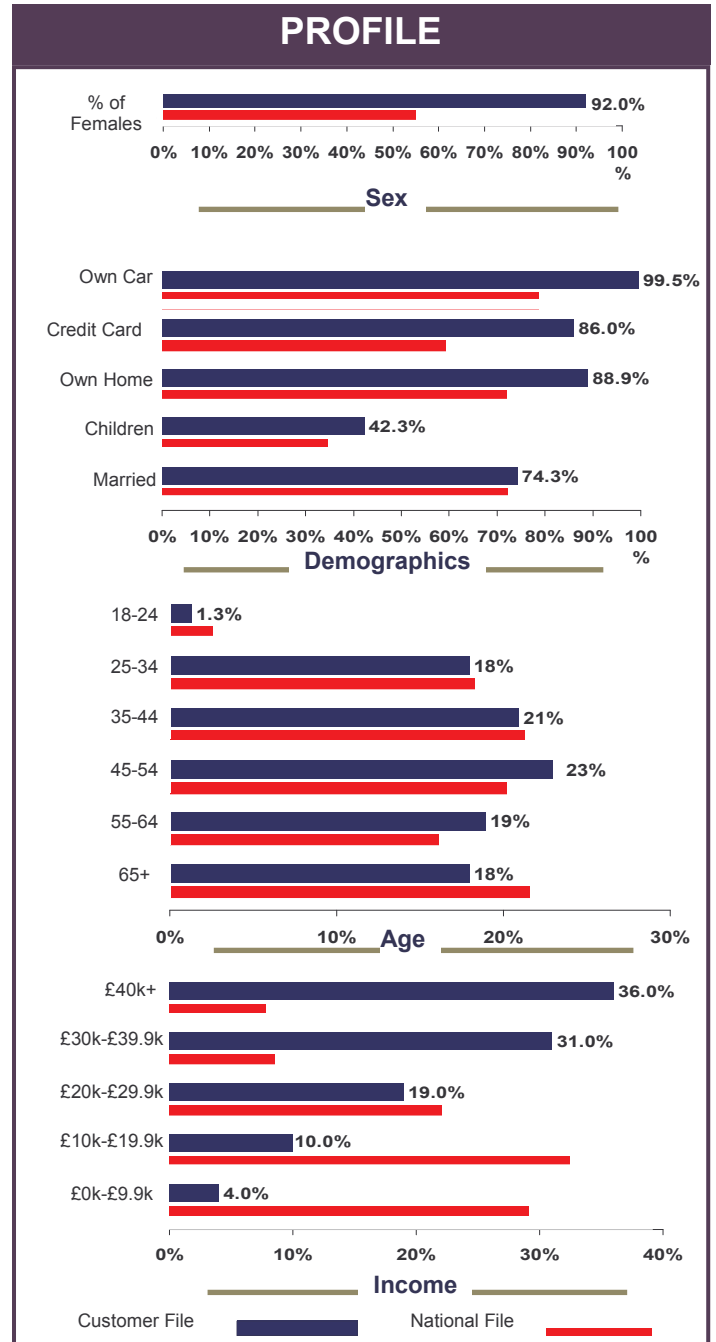
Predominately affluent female homeowners aged between 35-54 years with above average levels of disposable income. Many of these individuals have professional/senior management positions and are prepared to invest in great quality products.

Lifestyle Analysis

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

- Fashion
- Gourmet cooking
- Wines
- Foreign travel
- Investments/unit trusts
- National Trust
- Books
- Current affairs
- Gardening
- Theatre/arts/culture

A unique opportunity which will undoubtedly prove popular with advertisers eager to target highly affluent and mail order responsive individuals. Call now to arrange a test.



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



LIST RATES & ORDERING INFORMATION

Cath Kidston

RATE & VOLUME

- Buyers 0-12 months
- Buyers 13-24 months
- Enquirers

Prices per 1000 Ex VAT

£140.00
£90.00
£60.00

SELECTIONS

- Title/Prefix
- Buyers Status
- 1 in N

£7.50
£7.50
Free of Charge

PRODUCTION CHARGES

- Run on charge
- EMAIL

£10.00
£60.00 per order

GENERAL

- Minimum order 5,000 records
- File held randomly
- File MPS cleaned every 90 days
- List owner warranty no. Applied for
- 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 23/09/2008