

Total Names: 41,240  
0-12 months: 0



[www.uniquegifts-uk.com](http://www.uniquegifts-uk.com)

**Background**

A great opportunity to reach up-market, affluent people through the Barclay & Bodie list of mail order buyers. They have a large selection of interesting and original Victorian antiques including some unusual furnishing pieces and small decorative objects. The aim is to continue to please their customers by maintaining high standards of quality, fine attention to detail, keeping to what is practical but never failing to include a touch of wit.

**List Characteristics**

- Active buyers with a high order value
- Affluent individuals
- Receptive to direct mail
- Continual file growth
- 100% post-coded

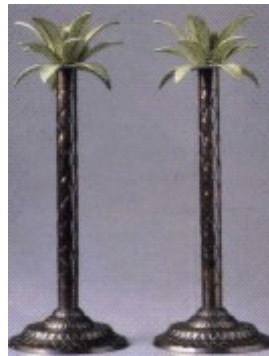
**Profile**

These consumers are Men/Women, aged 35-64 years, 56% have an income in excess of £30,000, 85% are regular credit cards users creditworthy and 64% professional/senior managers.

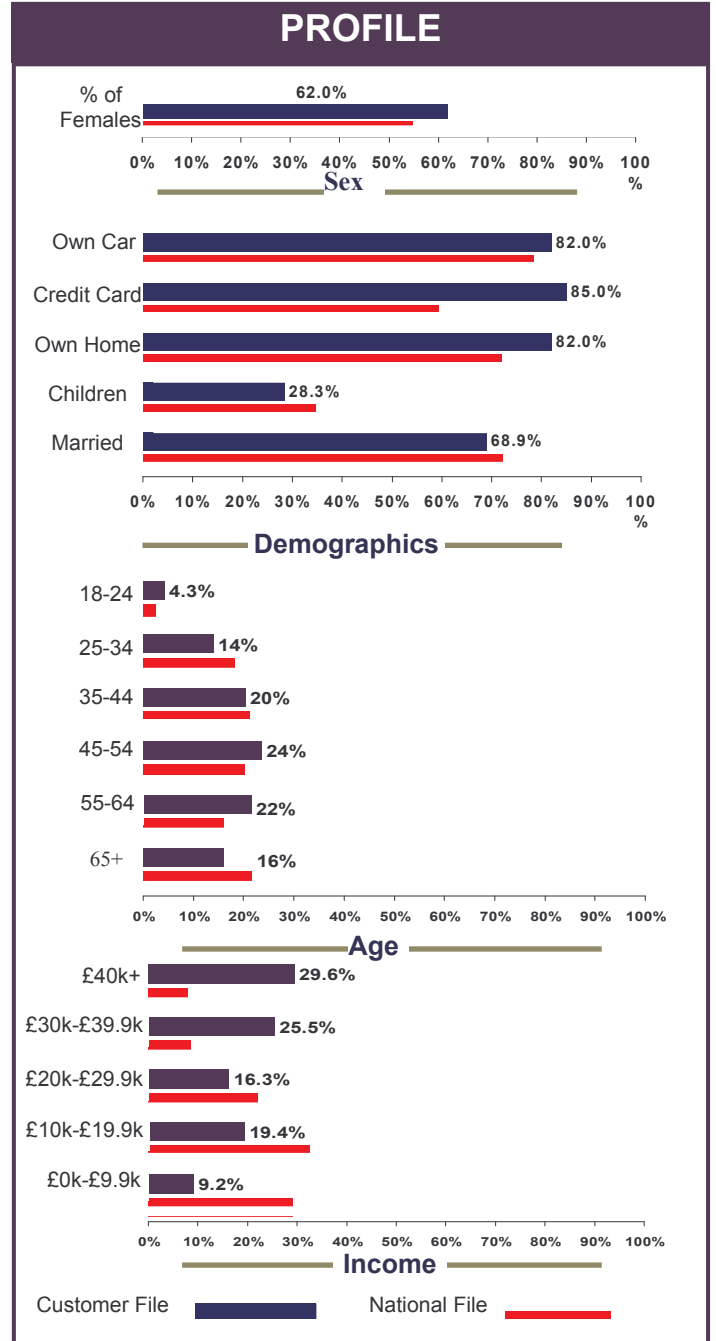
**Lifestyle Analysis**

Utilising detailed and analysis techniques we are able to determine high life style scores in:

- Fine art/Antiques
- Theatre/Culture/Arts
- Current affairs
- Gourmet cooking
- Wines
- Foreign travel
- National Trust
- Books
- Stocks/Shares
- Eating out
- Unit trusts/Investments
- Fashion Clothing



A high quality list made up entirely of proven mail order buyers and will undoubtedly work well for high-ticket items.



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

## Barclay & Bodie

### RATE & VOLUME

- Buyers 0-12 Months
- AcceleRATE per 41,240 records

### Prices per 1000 Ex VAT

£95.00  
£3,330

### SELECTIONS

- Title/Prefix
- Geographic
- Mail sort
- 1 in N

£5.00  
£5.00  
£5.00  
Free of Charge

### PRODUCTION CHARGES

- Run on charge
- Key code – 7 digit alpha/numeric
- EMAIL
- Diskette
- Delivery – 5 working day

£7.50  
£2.00  
£30.00 per order  
£20.00 per order  
£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. 001779
- 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 18/10/2006

**CERTIFIED SCREENED & CLEANED USING:**

