



Total File Size:



107,791

Base Cost:

£95 / 000



0-12mths

43,052

Background

Last Updated: Jan 08

Dress up your next campaign with Jollimans

From shirts and trousers to belts and braces, Jolliman has been providing men with comfortable clothing for 50 years. Recruited first through off the page advertising and mailed around eight times a year, Jolliman customers are a loyal bunch, with a high number of repeat purchasers, and an average order value of £40. Almost all are male (82 percent) and over 50 (90 per cent). With 59 per cent in retirement, these are men with time to enjoy life, spending their disposal income on home improvements, and gardening – and clothes, ranging from moleskin trousers to pyjamas and nightshirts.

Ideal for anyone who wants to target responsive 'grey market' males, but particularly good for non-competing mail order offers, financial services, publishing, health and charities.

Consumer Profile

- Males 78%
- Age 45+ 90%
- Home-Owners 78%
- Credit Card Owners 66%
- Interest in Gardening
- High Disposable Income
- Enjoy reading and competition entrants
- Active Charity Donors
- Enjoy Cookery

Recommended Users

- Non-Competitive Mail Order
- Financial & Insurance Services / Credit Cards / Loans
- Publishings / Book Clubs / Newsletter / Magazines
- Charities / Fundraising (Elderly/Children/Animals & Health Research)
- Health / Vitamins & Supplements

Selections Available

- Buyer / Enquirer
- Recency
- Gender
- Multi-Buyers
- Geographic (County/Postal Area/Postcode)

General

- Updated bi-monthly.
- www.jolliman.com

**Contact our sales team on: +44 (0)20 8481 7356
b2c@prospectswetenhams.com**





Counts		Production / Delivery Costs	
0-12 Months:	43,052	Email	£30
13-24 Months:	38,052	CD	£35
25-36 Months:	26,219	Delivery (UK)	£35
Base Rates /000		Key Coding	£3/000
0-12 Months Buyers	£95	Mail sort £50 set up plus	£10/000
13-24 Months Buyers	£75	Running charge	£10/000
25-36 Months Buyers	£65	Restrictions	
DMA List Broker Commission	15%	Minimum order 5,000	
Charity Discount	£10	Delivery in 3 working days maximum	
Remail Rate		List Warranty	002476
20% discount on the base price		Cancellation Fee	
Selection Costs /000		£100 + delivery +£10/000 + selections	
Multi-Buyers	£10	Net Names	
All Others	£7	Only applicable on orders of 20,000+ 85% + £10/000 run-on charge. Nets must be confirmed within 4 months of invoice date. After this time all net name credits become null and void.	

Payment: 30 days from date of invoice.

For further information or counts on the Jolliman database please contact our sales team on 020 8481 7356 or email b2c@prospectswetenhams.com
Surcharge applicable on all card transactions.

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