



Total File Size:



88,458

Base Cost:

£95 / 000



0-12mths

58,993

**Background**

**Last Updated: June 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](http://www.jolliman.com)

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





**Counts**

0-12 Months:	58,993
13-24 Months:	29,465

**Base Rates /000**

0-12 Months Buyers	£95
13-24 Months Buyers	£75
25-36 Months Buyers	£65
DMA List Broker Commission	15%

**Charity Discount** £10

**Remail Rate**

20% discount on the base price

**Selection Costs /000**

Multi-Buyers	£10
All Others	£7

**Production / Delivery Costs**

Email	£30
CD	£35
Delivery (UK)	£35
Key Coding	£3/000
Mail sort £50 set up plus	£10/000
Running charge	£10/000

**Restrictions**

Minimum order 5,000  
Delivery in 3 working days maximum

**List Warranty** 002476

**Cancellation Fee**

£100 + delivery +£10/000 + selections

**Net Names**

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](mailto:b2c@prospectswetenhams.com)

Surcharge applicable on all card transactions.

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