


Total File Size:		Base Cost:
	96,061	£105 / 000

Background

Last Updated: Mar 08

A mail order list that talks your language

Of all the audio books purchases in the UK, 15 per cent are brought through Listen2. And it doesn't just sell audio books, but rare and collectable CD's and much, much more. All its customers are recruited via direct mail and off the page advertising, and are regularly mailed with Listen2's own catalogues and special offers. The majority of buyers are aged over 50, with higher than average disposable incomes, and a high proportion are loyal multi-buyers. Ideal for all manner of offers, including collectables, charities, travel and leisure promotions, gardening, theatre and the arts.

Consumer Profile

- Predominantly aged 50+
- Male and female
- Many are retired empty nesters
- Average to higher than average incomes
- Many are homeowners
- High proportion of loyal multi-buyers

Recommended Users

- Charities
- Non competing mail order companies
- Collectables
- Credit cards and financial offers
- Travel & Leisure promotions
- Gardening
- Theatre and the arts
- Competitions or prize draws

Selections Available

- Recency
- Gender
- Hotline
- Multi-buyers
- Geographic (County/Postal Area/Region)

General

- www.listen2online.co.uk

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



Counts

0-12 Months	51,347
13 – 24 Months	44,714

Rates /000

0 – 12 month	£105
13 – 24 month	£95
Charity Discount	£10/000

Remail Rate

20% discount on the base price

DMA List Broker Commission	20%
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Selection Costs /000

Selections	£10
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Production / Delivery Costs

Delivery (UK)	£25
Delivery (Overseas)	£50
Running charge	£15/000
Email/ Disk	£30
Key Coding	£5/000

Restrictions

Minimum order 5,000

Delivery in 3 working days maximum

List Warranty TBA

Cancellation Fee

£100 + delivery + £7/000 + selections

Net Names

Only applicable on orders of 20,000+
Nets must be claimed within 4 months of invoice date. After this time all net name credits become null and void.

For further information or counts on the Listen 2 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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