

## CHARLES TYRWHITT

JERMYN STREET LONDON

**0-12 month Buyers: 87,746**

**Total UK Buyers File: 120,032**

[www.ctshirts.co.uk](http://www.ctshirts.co.uk)

Since its foundation in 1986, Charles Tyrwhitt is renowned as one of England's leading suppliers of quality formal shirts for both men and women. With their flagship store located on Jermyn Street in central London, Charles Tyrwhitt have extended their stores within key locations worldwide as well as a comprehensive product range available via their website and regular mailings.

The Charles Tyrwhitt Masterfile offers all buyers of Charles Tyrwhitt products, covering Men's apparel, Women's apparel, and a small amount of children's product buyers from the 'Tiny Tyrwhitt' catalogue.

In addition to formal shirts, Charles Tyrwhitt also offers high quality casual wear, ties, shoes, cuff links and suits for the discerning buyer. Whilst the key product range is Men's apparel and accessories, Female apparel makes up approximately 20% of volumes available from the Charles Tyrwhitt range.

Charles Tyrwhitt's customers have been sourced through catalogue, internet and insert offers. There is a large amount of multi-buyers on the database, making this list highly responsive for a large range of other non-competitive direct mail offers.

### **Profile**

Customers are educated & affluent professionals, the majority of whom are married.

- 70% Male
- 67% Earn over £30,000
- Aged 30-54 years
- ABC1's
- Homeowners



### **Interests**

- Gourmet food & wine
- Travel
- Arts/Theatre
- Museums
- Books
- Investments/Finance



A quality file that is sure to give great results for mailers looking to target affluent households.

This list is an ideal opportunity for any technology, finance, charity, travel or fashion offer via direct mail.

**Call Pamela Gardiner or Maria Dooley for details on:  
+44 (0)20 8228 1250 or email: [accent@accentdirect.co.uk](mailto:accent@accentdirect.co.uk)**



Accentuating quality within direct marketing

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## Rental Rates

<u>RATE</u>	<u>Price per 1,000 (Ex VAT)</u>
• Base Rental - Buyers 0-12m	£140.00
• Base Rental - Buyers 13-24m	£120.00
• Base Rental - Enquirers	£80.00
• Charities	Base Rental Discount of £10.00

## SELECTIONS

• 0-3 month Recency	£ 20.00
• 0-6 month Recency	£ 10.00
• Gender	£ 10.00
• Multibuyers	£ 10.00
• Order Value	£ 10.00
• Payment Method	£ 10.00
• Geographic	£ 10.00
• Soft Option Card	Not Permitted



## RE-USE RATE

- £20/000 reduction off the base rental price. Please enquire for 2x+ re-mail prices.

## PRODUCTION

• CD / Disk / Email	£ 45.00 per order
• Courier Delivery for CD or Disk	£ 45.00 per order
• Run-on charge	£ 15.00 /'000

## GENERAL

- Minimum order 5,000 records
- Net names available on orders over 20,000 records. Nets must be claimed within 3 months of invoice date together with de-dupe report, otherwise null and void.
- Copy of mail piece required for prior approval and supply of Charles Tyrwhitt data.
- 10% commission to recognised DMA (UK) brokers unless otherwise agreed.
- Cancellation Fee charged at 20% of total order price plus run-on fee if cancelled after supply of data. Minimum Fee of £100.00.
- Delivery available within minimum of 3 days.



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