

CHARLES TYRWHITT

JERMYN STREET LONDON

BUYERS OF MEN'S APPAREL & ACCESSORIES

0-12 month Buyers: 76,750

Total UK Buyers File: 109,562

www.ctshirts.co.uk

Charles Tyrwhitt is renowned throughout the UK as the largest supplier of quality formal men's shirts, as well as offering a wide range of other men's fashion items, including suits, ties and shoes for the discerning buyer. Whether it is for an important boardroom meeting, or a family outing on the weekend, Charles Tyrwhitt offers the complete look for the modern gentleman.

The range has been extended UK and worldwide via the Charles Tyrwhitt website, with customers also buying from the catalogue collection as offered via Charles Tyrwhitt's regular mailings.

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.

Interests

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



Profile

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

- 76% Male
- 67% Earn over £30,000
- Aged 30-54 years
- Homeowners
- Regular credit card users
- Frequent Travellers



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 3397 9950 or email: accent@accentdirect.co.uk

Accentuating quality within direct marketing

CHARLES TYRWHITT

JERMYN STREET LONDON

BUYERS OF MEN'S APPAREL & ACCESSORIES

Rental Rates

RATE

Price per 1,000 (Ex VAT)

- Base Rental - Buyers 0-12m £140.00
- 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

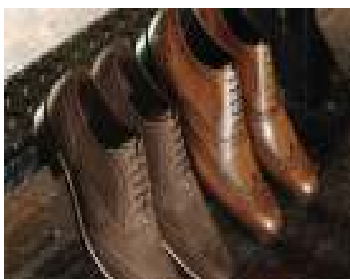
- £20/000 reduction off the base rental price. Please enquire for 2x+ re-mail prices.

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.



Updated March 2015