



**DENNER**  
C A S H M E R E  
L O N D O N



**Active Buyers: 12,333**

**Total Buyers File: 27,606**

**Background**

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

Denner Cashmere was set up over 15 years ago with the intention of providing affordably priced yet uniquely styled cashmere of the highest quality. Having become an instant success they have managed to build up a loyal worldwide customer clientele over the years, and continue to offer a wide range of products for both women and men.

Denner's products include a wide range of top-quality cashmere garments made from Himalayan goats hair, each individually checked to ensure their impeccable quality and durability. They specialise in both women's and men's garments and have also extended their range to other knitwear and accessories.

Buyers of Denner products are upmarket and affluent and have been sourced through Denner's own recruitment mailing, two stage advertising, magazine editorials and via their website. A large proportion of this file is multi-buyers showing a loyal and highly responsive customer base.

**Profile**

Customers are professional and upmarket homeowners, aged 40+ with incomes of £35,000+. The average order value is £150.00.

- 90% female, 10% Male
- ABC1
- Aged 40+
- Established Homeowners



**Interests**

- Charities
- Travel & Leisure
- Fashion
- Gourmet Food/Wine
- Arts/Theatre
- Health Offers

**Call Pamela Gardiner or Maria Dooley for details on: +44 (0)20 3397 9950 or email: [accent@accentdirect.co.uk](mailto:accent@accentdirect.co.uk)**

Accentuating quality within direct marketing

# DENNER

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## List Rates

### RATE

### Price per 1,000 Ex VAT

- Base Rental - Active Buyers £135.00
- Charity Rate £120.00

### SELECTIONS

- Gender £ 10.00
- Geography £ 10.00

### RE-USE RATE

- £20/000 reduction on Base Rental. Please enquire for 2x+ re-mail prices.

### PRODUCTION

- CD / Disk / Email £ 45.00 per order
- Courier Delivery by 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 Denner Cashmere data.
- 10% commission to recognised DMA (UK) brokers unless otherwise agreed.
- Cancellation Fee charged at 20% of total order price including run-on fee if cancelled after supply of data, with minimum cancellation fee £100.00.
- All orders only accepted under our terms and conditions. Available upon request.
- Delivery available within minimum of 2 days



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