



Eric Hill



Specialists in timeless classic styles, where comfort comes as standard

0-18 month Buyers: 16,278

Total UK Buyers File: 16,278

Background

Now under new list ownership, the Eric Hill brand was established over 60 years ago by Eric Hill, a designer for Harrods; the famous London department store.

By placing an advertisement within Daily Telegraph, he found there was a market for well designed, classic women's clothing brands via mail order, and over time a loyal customer file has grown.

The range included clothes for special occasions as well as for wearing every day, including well known brands such as Finnkarelia, Grazia, Poppy & Angela Gore.

Eric Hill customers are mature females who enjoy shopping via the convenience of mail order and have the disposable income to do so.



Profile

- 98% Female
- ABC1
- Aged 65+
- AOV £70.00
- Homeowners

Interests

- Fashion
- Health
- Travel
- Gardening
- Charities

Eric Hill's customers have been sourced through traditional direct marketing methods as well as through their website.

National Trust is listed as their interests, as well as keeping up to date with current affairs and their family/grandchildren.

As expected of an upmarket file such as Eric Hill, these names respond well for various charities, publications and non-competitor offers.

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

Eric Hill

List Rates

RATE

- Base Rental
- Charity Rate

Price per 1,000 ex-VAT

£130.00
£120.00

SELECTIONS

- Gender
- Geography

£ 10.00
£ 10.00

RE-USE RATE

- 15% reduction off Base Rental price.
Please enquire for 2x+ re-mail prices.

PRODUCTION

- CD / Disk / Email
- Courier Delivery by CD or Disk
- Run-on charge
- Delivery Timings

£ 45.00 per order
£ 45.00 per order
£ 15.00 /'000
2 working days



GENERAL

- Minimum order 5,000 records
- Copy of mail piece required for prior approval and supply of Eric Hill 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 fee of £100.00.
- All orders only accepted under our terms and conditions. Available upon request.
- Delivery available within minimum of 3 days



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