



WALL
LONDON



Active UK Buyers: 13,562

Total UK Buyers File: 27,613

Background

www.wall-london.com

Founded in 1997, Wall is a leading provider of contemporary fashion items made from luxurious materials, whilst helping to support the communities these fibres are sourced from. The eclectic mix of fashion and accessories from all corners of the world, which Wall have sourced only from ethical traders. Wall aim to help break the cycle of poverty by providing job opportunities includes training young adults in Peru, the art of loom knitting giving them skills to lead a better quality of life and place of work.

The Wall catalogue offers a range of unique, durable clothes and accessories that cannot be found in high street stores. The products offer a simplistic style and elegance whilst using the highest quality natural fibres to ensure unsurpassed comfort.



Buyers on the file have been sourced via Wall's own recruitment mailings and via their website. Wall also has a boutique in central London, giving customers the opportunity to view and buy Wall's unique clothing direct over the counter.

This loyal, and ever increasing customer base have shown their willingness to receive similar mail order offers, charitable mailings and publications.

Profile

Customers are professional and upmarket homeowners, with incomes of £40,000+.

- 98% Females
- ABC1
- AOV £220
- Aged 40-65
- 85% Homeowners

Interests

- Charities
- Overseas Travel
- Gourmet Food/ Wine
- Current Affairs
- Arts/Theatre
- Magazines/Publications



**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



WALL LONDON



List Rates

RATE

- Base Rental - Active Buyers
- Base Rental - 24+ month Buyers
- Charity Rate: £10/000 off Base Rate

Price per 1,000 Ex VAT

£140.00
£130.00

SELECTIONS

- Recency £ 10.00
- Geography £ 10.00
- Gender £ 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 Wall data.
- Cancellation Fee charged at 20% of total order price including run-on fee if cancelled after supply of data. Minimum fee £100.00.
- All orders only accepted under our terms and conditions. Available upon request.
- 10% commission to recognised DMA (UK) brokers unless otherwise agreed.
- Delivery available within minimum of 3 days.



Updated March 2015