



# REGENCY DIRECT MAIL LTD.

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## Discover Bird Watchers - UK

### Counts:

0-12 M – 120,000

This list consists of buyers of bird watching or distance spotting visual aids – such as telescopes and binoculars. Every name on this list is a product buyer. Due to the older nature of the readership of the periodicals where the recruitment advertisements were placed, the buyers tend to be male and start in their fifties.

This list has proven itself very popular for health offer mailers – many of which have rolled out.

### Price:

Base – £130.00/M  
Charity Rate - £90.00/M  
Re-Use Rate - 20% discount on Base Rental

### Selections:

Gender – £10.00/M  
Geography - £10.00/M  
Recency - £10.00/M

### Delivery:

Email – £30.00/F

Minimum Order: 5,000

\*\*Orders that are cancelled after the ship date will have a US\$75.00/F cancellations fee, as well as email and selection charges.

\*\*Full charges will apply to orders that are cancelled after the mail date.

### Restrictions:

A sample must be provided. All rentals are for a one time use only. All rental use is at the discretion of the list owner. List Owner may request reciprocal rentals. List Owner may request premium pricing from direct competitors.

### Payment Terms:

Payment is due 30 days from invoice date. Full charges apply on orders cancelled after shipping.

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