



# REGENCY DIRECT MAIL LTD.

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## Discover Silver Surfers - UK

### Counts:

0-12M – 160,000

These people have bought a know-your-computer manual that is aimed at the novice or unconfident 50 plus computer user. The list is 100% made up of buyer - no enquirers. The list is mainly male, of the grey market; with an average spend of £20. Many of these buyers have been up sold into buying a know-your-way-around-the-internet follow-on manual. Unsurprisingly, this list have been shown to be very responsive to high tech home ware offers ( computers, home entertainment offers – such as HiFis, TVs etc.) as well as health and financial mailers.

### Price:

Base – £130.00/M  
Charity Rate - £120.00/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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