



# REGENCY DIRECT MAIL LTD.

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## Discover The UK Health File - UK

### Counts:

0-12M – 1,800,000

This is an incredible dataset of off the page and DM buyers. There is nearly no end to the types of health products that these people buy! The average spend on this file is around £30.

The range of health products that have been bought is comprehensive – pain relief, weight loss, cosmetics, and health advise. The vast majority of the file (75%) is 0-12 months. The older sect of the file is under 24 months! Half of the file has paid by card, and just under half of the file used call centre ordering facilities.

Recommend for: health mailers, credit car and financial mailers, mail order catalogues, and charity 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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