



REGENCY DIRECT MAIL LTD.

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Discover The UK Pain File - UK

Counts:

0-12M – 350,000
Monthly HL - 15,000

Every person on this list has bought a pain relief product. These range from magnatherapy products, to TENS based products, to support bandages. The average purchase price is £30. The list is growing fast – the vast majority has been recruited in the past 12 months. Three quarters of the file paid by card and half of the file has paid via telephone ordering facilities.

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.
