



REGENCY DIRECT MAIL LTD.

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Discover UK Slimmers - UK

Counts:

0-12M – 220,000
Monthly HL - 12,000

The consumers that are found within this list are all purchasers of diet-assisting products such as tablets, capsules, lotions and potion – as well as certain exercise machines.

The average order value is £40.

The file is unsurprisingly mainly female and over 40. These people are incredibly responsive to other diet offers, fitness regimes, and game of chance offers.

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.
