



REGENCY DIRECT MAIL LTD.

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Merchandise Syndication Group - United Kingdom

Counts:

Feb '09 Hotline – 5,684

*names also available in Australia, Canada, Multinational, New Zealand, and USA

Buyers of health & beauty, home & kitchen, fitness, collector sets, and general merchandise via English Language DRTV, space advertising, and bank statement inserts worldwide. Buyers are 48% female/52% male, predominantly aged 35 years +, and have credit cards.

Merchandise Syndication Group Asia Ltd. direct sells a range of products via English Language DRTV (40%), bank statement inserts (40%), and space advertising (20%). Highly promotional products sold include the EZ Tummy Slimmer, Statik-Mop, Leather Carry-All Bag, Bellini Watches, and more. Average spend is £39.00

Recommended for: financial, charity, magazine, credit card, sweepstakes, astrology, and general merchandise offers.

Price:

Base – US\$225.00/M

Selections:

Hotline – US\$10.00/M

Gender – US\$10.00/M

Geography – US\$10.00/M

Product – US\$10.00/M

Delivery:

Email – US\$75.00/F

***PIP opportunities available to non-competitive mailers**

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.

Payment Terms:

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

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