



## **REGENCY DIRECT MAIL LTD.**

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# Merchandise Syndication Group - United Kingdom

### Counts:

Universe – 46,000

Monthly Hotline – 15,000

\*names also available in Australia, New Zealand, Canada, South Africa

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 bank statement inserts, (40%), DRTV, (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

### 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.

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