



# REGENCY DIRECT MAIL LTD.

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## Winning Deals Product Buyers - UK

### Counts:

Hotline – 4,000  
Universe – 20,000

Reach 100% direct response buyers from Winning Deals! Individuals have responded to space for mid – high ticket house hold merchandise including: gardening, cleaning supplies, exercise equipment, electrical items, health & beauty products, and more.

Opt-in telephone numbers are available on the file.

This file contains 65% females and 35% males, with responders aged between 40-64+ who have an average household income that commences from £20k+ with the majority coming from married family units.

Recommended for: home shopping offers, mailings offering home improvements and gardening, mailings promoting insurance and/or financial products, music offers, discounts, targeted charity offers, health & vitamins, and competition & prize offers.

### Price:

Base – US\$185.00/M  
Charity Rental – US\$175.00/M

### Selections:

Hotline Buyers – US\$10.00/M  
Gender – US\$10.00/M  
Geography – US\$10.00/M  
Product – US\$10.00/M  
Opt In Telephone Number – US\$30.00/M  
Run Charges – US\$10.00/M

### Delivery:

Email – US\$50.00/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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