

## Cambridge Square UK

**Average Monthly Hotline** **5,400**  
**0 - 6 Months Buyers & Sweeps** **35,000 / \$235.00/M**

### Charity Rates Available

The list is made up of single and multi-buyers of perfume, jewellery and household products who have also entered a sweepstake offering a £5,000 to £10,000 grand prize draw in the UK. The file is updated monthly. This exciting file would be suitable for sweepstake mailers, competitions, jewellery, gardening, mature fashion and general mail order offers, health & beauty and charity mailers.

### Additional Selects Available:

Marital Status - Married/Widowed  
Children - Children/Grandchildren  
Occupation - Office/Clerical/housewife  
Household Income - up to £30k per annum  
Property Type - Semi-detached/Terrace  
Home Status - Homeowners  
Hobbies and Interests - Crosswords etc.  
Shopping by mail order - Fashion, books  
Charity - Wildlife, Animal Welfare and more.

Reciprocation is not required.

### Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Sheri Tanner  
Tel +1 604 940 0277

sheritanner@jrdirect.com  
(ext 146)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 4/29/10

**Recommended By:**

Sheri Tanner  
sheritanner@jrdirect.com

**Datacard updated:** 4/15/2010

**Update Frequency:** Monthly

**Gender:**

75% Females

**Source:**

100% Direct Mail

**Age:**

45+ (45% are over 60 years old)

**Selections:**

Sweeps Discount	-\$20.00 / M
Geographic	\$10.00 / M
Gender	\$10.00 / M
Recency	\$20.00 / M
Keycoding	\$3.00 / M

**Addressing:**

E-Mail	\$60.00 / F
Run Charge	\$10.00 / M

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA,  
DMA, DMAI, FEDMA