



August 2017

The wrap London & Poetry Masterfile

Key Segments:

42,252	12 month buyers	\$125.00/M
27,840	6 month buyers	+ \$10.00/M
18,577	13-24 month buyers	\$120.00/M
	Fundraiser/Publisher Rate	\$70.00/M

The **wrap London & Poetry Masterfile** combines the US buyer files of the *wrap London* and *Poetry* catalogues.

The *wrap London* and *Poetry* catalogues attract upscale females with an eye for fashion, quality and value. Spending an average of \$380, these women are purchasing apparel and accessories for office, day and evening wear. 100% Direct Mail sold. Virtually all are credit card purchasers.

The typical **wrap London & Poetry Masterfile** customer is 35-65 years of age, with an average household income of \$150K+. Most are professional, married homeowners, who demand style and comfort to maintain their busy lifestyles.

The **wrap London & Poetry Masterfile** is a highly qualified list of satisfied customers who will respond favorably to offers for quality apparel and accessories, home décor, gifts, subscriptions and financial services.

Visit www.wraplondon.com and www.poetryfashion.com to learn more about these great catalogues!

For more information please contact Gwynn Ballard, Manager, List Operations, 914.262.3386, gballard@ballarddirect.com

Please email orders to lists@ballarddirect.com

Unit of Sale: \$380.00

Gender: 99% Female

Minimum: 5,000

Source: 100% Direct Mail

Updates: Weekly

Addressing:

Email \$50.00/F
Run Charge \$8.00/M

Selection Charges:

6 month buyers	\$10.00/M
12 month buyers	\$0.00/M
\$50+	\$25.00/M
\$75+	\$35.00/M
\$100+	\$45.00/M
\$150+	\$50.00/M
\$200+	\$60.00/M
Gender	
\$8.00/M	

Cancellation fee: \$100 flat, plus applicable run chg, material & shipping fee. Orders cancelled after merge and/or maildate: full rental charges apply.

Terms: Net 30 days after maildate.

We believe all information stated herewith to be accurate, but cannot guarantee the outcome of the mailing.

Continuation Usage:

Eddie Bauer
Garnet Hill
Grace
Marmi
Peruvian Connection
Sundance
Talbots
Viva Terra