



<b>Key Segments:</b>			
20,242	12 month buyers		\$125.00/M
11,894	6 month buyers	+	\$10.00/M
10,747	13-24 month buyers		\$120.00/M
	Fundraiser/Publisher Rate		\$70.00/M

**wrap London** has brought its successful European catalogue into the US and is now making available its unique file of US-based customers.

The *wrap London* catalogue targets upscale females with an eye for fashion, quality and value. Spending an average of \$330, these buyers 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 customer is 35-60 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.

With an unsurpassed focus on service, wrap London has produced 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](http://www.wraplondon.com) to learn more about wrap London!

For more information please contact Gwynn Ballard, Manager, List Operations, 914.262.3386, [gballard@ballarddirect.com](mailto:gballard@ballarddirect.com)

Please email orders to [lists@ballarddirect.com](mailto:lists@ballarddirect.com)

**August 2017**

<b>Unit of Sale:</b>	\$330.00
<b>Gender:</b>	99% Female
<b>Minimum:</b>	5,000
<b>Source:</b>	100% Direct Mail
<b>Updates:</b>	Weekly
<b>Addressing:</b>	
Email	\$50.00/L
Run Charge	\$8.00/M
<b>Selection Charges:</b>	
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.	
<b>Continuation Usage:</b>	
Eddie Bauer	
Garnet Hill	
Grace	
J. Crew	
J. Peterman	
Lafayette 148	
Marmi	
Peruvian Connection	
Sundance	
Talbots	
The Fold	

