



FC & A Health & Crafts

Mail Order Buyers



 18,000
 8,000



FC&A are a specialist direct mail publisher of health and craft books. Having formed the company in the USA some 38 years ago, FC&A pride themselves on providing reliable health information that is easy to understand

Their off the page and direct mail activity has grown substantially since June 1996 when the list was first launched in the UK. Every buyer has initially responded to adverts in the National Press and colour supplements and their average purchase is £20.

Book titles include; Super Life – Super Health, Proven Home Remedies, Digestive System, Computing for Seniors, Personal Finance for Seniors to name a few.

The profile reveals that FC&A customers are 52% male and 48% female, the average age of customers is 65 years of age and 100% are mail order responsive.

This list is ideal for gardening, DIY, cooking, competitions, collectibles and book clubs. The database has also been used successfully by charities, environmental appeals, travel offer and cultural pursuits.

Rental Rates:

Base Rental £105 /000

Selections:

Recency £10 /000
Gender £10 /000
Product Type £10 /000
Geography £10 /000
Multibuyers £10 /000
Credit Card £10 /000
Order Value £10 /000
Telephone £40 /000

Production Charges

Run-On Charge £10 /000
Mailsort £5 /000
E-Mail Delivery £45
CD Rom £45

Minimum Order

5,000 records available for one time rental only unless otherwise agreed.
All rentals are seeded
Sample mailing piece required prior to ordering.

List Warranty: 003263

