

Hearing & Mobility

Mail Order Buyers

Hearing & Mobility
Making Life Easier

Volume  **92,023 buyers**



Hearing and Mobility are one of the UK's leading suppliers for Wheelchairs, Scooters, Rise & Recline Armchairs, Hearing Aids, Stair Lifts, Walking Frames and many other products to make life around the home more comfortable.

Customers have been recruited through local and National Press in titles including The Daily Telegraph, Daily Express, Daily Mirror, Daily Mail in addition to specialist magazine titles for the aged and infirm.

The profile is 46% Female / 54% Male, customers are aged 60+, more than 83% are homeowners.

Hobbies and Interests include books, videos and music, home-crafts, cooking, pets and wildlife/nature, these buyers rely on distance selling and are avid mail order consumers.

Ideal for Music/DVD and Books Clubs, Medical/Financial/Insurance Offers, Charity and Environmental Appeal, Household and Gift Offers, Gardening, and Health Offers.

This file is updated quarterly and cleaned monthly against PAF, MPS, GAS



Rental Rates:

Base Rental £110 /000

Selections:

Recency £10 /000
Gender £10 /000
Product Type £10 /000
Geography £10 /000
Multi Buyers £10 /000

Production Charges

Run-On Charge £10 /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: 002787



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