

Pure Alternatives

Buyers of alternative health remedies



Postal 80,000


Pure Alternatives sell a wide range of alternative herbal remedies such as creams, lotions, oils, and vitamins, as well as other products, for assisting the cure of general health and beauty ailments.

With regular mailings throughout the year, this is an ever-increasing file that boasts many repeat purchasers.

The profile reveals 66% are female 34% male. 65% are over the age of 45 with a high percentage of multi buyers. 61% pay via credit card.

The customer database is ideal for other health offers, gardening, DIY and home crafts. Charity and environmental appeals also feature highly. General mail order such as music and book clubs.

Rental Rates:

Base Rental £100 /000

Selections:

Recency £10 /000
Gender £10 /000
Geography £10 /000
Multi Buyers £10 /000
Order Value £10 /000
Product £10 /000
Credit Card £10 /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