

Direct Wines Masterfile

Direct Wines markets a wide variety of premium wines to customers using their Laithwaites brand continuity club. These upscale consumers have spent \$69.99 for their introductory case and receive new shipments every three months. They also have the option to make single purchases.

Direct Wines customers have discretionary income to spend and their interests include cooking, fundraising, gardening, travel and leisure, reading, children and family and more.



SEGMENTS

432,882	Total Universe	\$105/M
76,889	12-month Buyers	\$105/M
57,390	6-month Buyers	+ \$5/M
38,301	3-month Buyers	+ \$10/M
10,958	Hotline Buyers	+ \$15/M
	Catalog/Publishing Rate	\$85/M
	Fundraising Offers	\$75/M

SELECTS

Continuity Buyers	\$10/M
Dollar amount	\$15/M
New To File	\$10/M
Number of Shipments	\$10/M
Source	\$10/M
State/SCF/Zip Code	\$10/M
Key Code	\$3.50/M

DEMOGRAPHICS

60% Male, Average Age 59, Average Income \$81,000

SOURCE

Direct Mail, Internet

AVERAGE ORDER VALUE

\$175

MINIMUM QUANTITY

10,000

DEMOGRAPHIC AND LIFESTYLE SELECTS

Age	\$15/M
Cooking	\$15/M
Computers/Electronics	\$15/M
Donor	\$10/M
Gardening	\$15/M
Gender	\$10/M
Home Decorating	\$15/M
Household Income	\$15/M
Presence of Children	\$15/M

NOTES

Delivery: 3-5 working days.

Rush Fee Available: \$75/F

Net Name Policy: 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

Payment Policy: New mailers or brokers must prepay. Net 30 days from mail date.

Terms: Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

ADDRESSING

Email/FTP	\$75/F
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**Direct
Wines**



For a customized recommendation, please contact Tina Cavallo:
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