



August 2017

Key Segments:

2,403	Total US Mail Order Buyers	\$600.00 Flat
	Fundraiser/Publisher Rate	\$400.00 Flat

Shipton & Heneage offers sophisticated, quintessential British shoes at attractive prices.

The *Shipton & Heneage* catalog targets upscale men with an eye for quality and value. Spending an average of \$355, these buyers are purchasing footwear for office, day and evening wear. Virtually all are credit card purchasers.

The typical *Shipton & Heneage* customer is age 55+, 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, *Shipton & Heneage* has produced a highly qualified list of satisfied customers who will respond favorably to offers for quality apparel and accessories, subscriptions and financial services.

Visit www.shipton-usa.com to learn more about *Shipton & Heneage*!

For more information please contact Gwynn Ballard, Manager, List Operations, 914.262.3386, gballard@ballarddirect.com

Please email orders to lists@ballarddirect.com

Unit of Sale: \$355.00

Gender: 90% Male

Minimum: 2,403

Source: 100% Direct Mail

Updates: Weekly

Addressing:

Email \$50.00/F

Selection Charges:

Cancellation fee: \$100 flat, plus applicable run chg, material & shipping fee. Orders cancelled after merge and/or mail date: full rental charges apply.

Terms: Net 30 days after mail date.

We believe all information stated herewith to be accurate, but cannot guarantee the outcome of the mailing.

Continuation Usage:

J. Peterman
Joseph Turner Shirts

Ballard Direct