



makers of fine shirts

August 2017

**Key Segments:**

5,516	Total buyers	\$500.00/F
	Fundraiser/Publisher Rate	\$300.00/F

**Joseph Turner** was founded in 1997 and offers premium quality menswear and accessories at attractive prices.

Based in Yorkshire, England, the *Joseph Turner* catalog attracts upscale men with an eye for style, quality and value. Spending an average of \$180, these buyers purchase shirts, ties, blazers, suits, shoes and outerwear. Virtually all pay by credit card.

The typical *Joseph Turner* customer is age 50+, a married homeowner, and a highly educated professional with an average household income of \$150K.

With an unsurpassed focus on customer service, *Joseph Turner* has produced a tightly targeted list of satisfied customers who will respond favorably to offers for quality apparel, gifts, subscriptions & financial services.

Visit [www.usa.josephturner.co.uk](http://www.usa.josephturner.co.uk) to learn more about *Joseph Turner*!

For more information please Gwynn Ballard,  
Manager, List Operations, 914.262.3386,  
[gballard@ballarddirect.com](mailto:gballard@ballarddirect.com)

Please email orders to [lists@ballarddirect.com](mailto:lists@ballarddirect.com)

**Unit of Sale:** \$180.00

**Gender:** 90% Male

**Minimum:** 5,516

**Source:** 100% Direct Mail

**Updates:** Weekly

**Addressing:**

Email \$50.00/L

Run Charge \$8.00/M

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

Terms: Net 30 days after maildate.

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

**Continuation Usage:**

Herrington  
J. Peterman  
Shipton & Heneage  
The Economist