

Worldwide Mail Order Buyers

Named buyers at 0-12 month recency 220,000

Description/Profile

National Pen Corporation, founded in 1966, offer a wide range of personalised corporate gifts. This list contains business buyers, typically in SME's across all industry sectors across many countries. All of these buyers are direct mail generated and recruited through catalogue mailing and web activity. Products include a large range of personalised printed pens, calculators, calendars, mugs, bags, mouse mats, greetings cards, corporate clothing and much more. These buyers have a great desire and need to promote their corporate brands, motivate sales people, drive store traffic, and to create customer awareness and loyalty.

This list is highly suitable for a wide range of offers such as: publishers, seminar and conference companies, training, office supplies and industrial supplies. Also recommended for business travel, IT hardware and consumables, business insurance and credit cards, and any offer where reaching the named buyer of products within a business is crucial to the overall success of the campaign.

Postal Counts (0-12 Months Recency)

AUSTRALIA	22,863
AUSTRIA	2,882
BELGIUM	8,688
DENMARK	3,968
IRELAND	1,970
FINLAND	7,671
FRANCE	37,639
GERMANY	49,480
ITALY	27,365
NETHERLANDS	12,677
NEW ZEALAND	3,450
NORWAY	6,634
POLAND	653
PORTUGAL	2,407
SPAIN	2,595
SWEDEN	7,138
SWITZERLAND	4,819
UK	16,554
TOTAL	219,453

RATES

Single Use Rates

Postal £150/000

12 Month Lease Rates

Postal £375/000

Selections

Geography £10/000

Recency £10/000

Delivery £35 flat

Terms & Conditions

Minimum order: 5,000 records

Delivery: 2/3 working days after approval



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