

Tower Health researches and promotes mail order natural health products throughout 20 different territories worldwide, including alternative asthma and allergy treatment, wellbeing and mobility ideas and drug-free pain relief, such as their best seller, PainGone. Mailers wanting to target the mature market can take advantage of this selectable list of UK consumers aged 60+ who are receptive to direct mail and have disposable income. The Tower Health database is particularly well suited to health, home & garden, mail order and charity mailings.

## Profile

<b>Gender</b>	55% female
<b>Age</b>	83% aged 60+
<b>Average Order Value</b>	£35+
<b>Multi Buyers</b>	40%
<b>Marital Status</b>	60% married
<b>Home Ownership</b>	76% homeowners
<b>Property Type</b>	46% detached property

## Rates

<b>Base Rental</b>	£120/000
<b>Base Rental (refreshed data)</b>	£90/000
<b>Selections</b>	£10/000
Recency	
Gender	
Geography	
Multi Buyers	
Product	
<b>Run on Charge</b>	£10/000
<b>Production / Delivery</b>	£35
<b>Minimum Order</b>	5,000 records

[www.tower-health.co.uk](http://www.tower-health.co.uk)

tel: 020 7940 9797

0-12 month buyers: 60,000

Refreshed 0-12 month buyers: 120,000

email: [media@scientiadata.com](mailto:media@scientiadata.com)

### Fresh Data:

Tower Health conduct regular mailings to their database, keeping it clean and accurate. New customers are recruited via cold direct mail campaigns with various single product offers and followed up with multi buy and catalogue offers, ensuring they remain responsive to direct marketing offers. Customers are also recruited via the Tower Health website and off-the-page advertising.

### Counts and Data Delivery:

We make it our aim to deliver efficient and outstanding account management and customer service. Generally we return counts and data delivery within 48 hours (max. 5 working days). However, if you're in a rush give us your deadline and we'll do everything we can to meet it.

### Tower Health Postal Data is available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.

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