

Johnston Press releases 'buyer data list' through Howse Jackson Marketing

Submitted by: Howse Jackson Marketing

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Johnston Press, one of the UK's top 3 local newspaper publishing groups, is releasing its buyer data list exclusively through Howse Jackson Marketing (<http://www.hjmarketing.co.uk>).

Completely new to market, the file has been generated by retail transactions, competitions, reader offers and personal classified advertisers across the full suite of Johnston Press' local titles & websites throughout the UK.

Consisting initially of 160,000 postal and 32,000 TPS-screened telephone records, the file volume is expected to rise to well over one million records by late 2009.

The data set profile consists primarily of individuals aged 35-55, 61% female, who are affluent high spenders and heavy mail order users with children at home. Financially savvy, these individuals also highly value their immediate community and are interested in local issues. The file is expected to work well for mail order, financial, credit cards, book clubs, magazine subscriptions and gardening offers.

Selections include: geographic; recency; gender; source; telephone numbers.

Base Rental: £110/000

Telephone Numbers: £50/000

Selections: £15

Minimum Order: 5,000 records

Lindsey Sandom-Brown, Head of Data at Howse Jackson Marketing, says: "This is an important source of fresh data for direct marketers – not only is it completely new to market but it is made up of financially astute individuals who are used to ordering online or via mail order. We expect it to perform at the higher end of expectations and are delighted to have been appointed to bring it to market."

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For further information please contact Lindsey Sandom-Brown on 01454 322344 or lindsey@hjmarketing.co.uk

Websites:

www.hjmarketing.co.uk

www.johnstonpress.co.uk