



Exceptional lists - Exceptional Results

Have You Ever Read One?



Mills & Boon do their marketing very well. Their titles have captured the UK market by storm (and their Boardroom wall is another story - but I digress!). They have succeeded because regardless of your perception of their books, they have made their brand a household name, even with those of us who have never even read one of their titles!

Why is this important to you?

1. You are reaching a database of properly qualified customers.
2. Customers are loyal - and hugely so. They are marketed on a regular basis with a series of titles throughout the year. Their uptake is phenomenal!
3. They have both **POSTAL** and **INSERT** opportunities available as part of their monthly mailing programme.

I wouldn't want to miss out if I had a relevant consumer offer to promote, would you?

So talk to us more about what products you would like to match with this customer base today.

To consider any of these data files for your next campaign, please contact Omar or Richard on +44 1353 667733 or email wdr@wyverndm.co.uk.

We look forward to hearing from you soon.

Kind Regards
Hayley

