

# GLUG! - THE WINE BUYERS DATABASE

510,000 mail order wine connoisseurs



## Description

*Glug!* is one of the largest files of mail order wine buyers in the UK, offering an unrivalled opportunity to target a discerning, upmarket target audience, who care about the finer things in life.

This file is built from transactional sources which collect accurate information on consumers who actually purchase wine, either by mail order or directly through a club. They are passionate

*Glug!*'s profile is adults aged 35+ years, 87% male, with an average income of £43,000. 97% are home owners. Lifestyle profiling indicates that they take two or more holidays per year.

To assist in targeting the right type of prospect, we have created three segments of the database based on particular levels of affluence and likely spend:

**Premier Cru:** The most upmarket and affluent wine buyers, with high incidences of share ownership, larger homes, and company directorships. They seek the best quality.

**Appellation Contrôlée:** Discerning and affluent drinkers, fitting into the mid-market segment of this file. Buyers of superior wines at the right price.

**Vin de Table:** These individuals seek quality wines at budget prices, for everyday drinking, and are highly receptive to tempting offers.

The *Glug!* database is suitable for a wide range of uses, including wine clubs and mail order wines and wine investments, together with an enormous range of upmarket offers. It has proved highly effective for subscription offers, charities and fundraising and general mail order.

Please see overleaf for full profile details.

## Available Selections

Gender	House Value
Age	Share Portfolio Value
Geography	Wine Segment

## Data Costs

Postal Rental	£110 per thousand
Charity Rate	£100 per thousand

*Broker Commission 15%*

## Selection Costs

Wine Segment	£20 per thousand
Other Selections	£10 per thousand

## Output & Delivery

Email	£35
CD-ROM	£50
S/A Labels	£25 per thou + P&P
Delivery Time	2-3 working days

*Minimum order quantity: 5,000 records*

*All costs exclude VAT*

*DMA List Warranty No: 003692*

*All lists are seeded to detect unauthorized use.  
Orders are subject to our Terms & Conditions.*



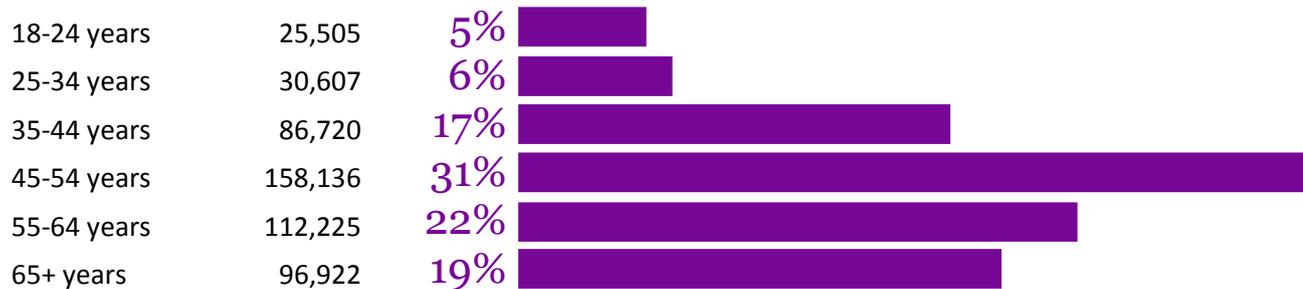
For more details call **0844 736 2512**  
or email **think@thinking-data.co.uk**

# GLUG! - THE WINE BUYERS DATABASE

## Profile



### Age Band



### Gender



### House Value



Please call us on **0844 736 2512** for more detailed counts and breakdowns.