



UNIVERSAL PEN (National Pen France)



Description

Universal Pen is a business gifts mail order company, proposing not only pens, but also a wide range of other promotional items (calculators, diaries...). This US-based company was created in 1966, and started European operations in the early 90s, with France following in 1997.

Visit Universal Pen website: www.penseurope.com

Profile

The list is entirely made of mail order buyers of business and advertising gifts. Most of them are professionals in small companies, with strong advertising expenses (average order value is 150 € to 300 €). All customers are recruited using direct mail.

Available selects

Geo, recency, frequency, activity sector, single / multi-buyers, employees size

RECOMMENDED USAGE

This 100% response list, is adapted to any kind of BtoB offer, including office supplies, IT equipment, publishing...

Universe (France):



France : **125,569 records**
(77,477 named
et 48,092 un-named)

Single-buyers:

named = 10,957 0-24 months
Un-named = 2,812 0-24 months

Multi-buyers

named = 19,137 0-24 months
un-named = 5,969 0-24 months

Rental prices

Postal addresses:

Base rental, per 1000.....220 €

Selects per criteria per 1000.....+15 €
(with a minimum of 230 €)

Delivery (e-mail)..... 30 €

Minimum order: 5,000 records

contact@euroleads.fr