



THE DETAILS

The Potency Product Buyers file is a list of men and women who buy natural products such as Damiana, Horney Goatweed & Tiger Lift tablets to optimise their sexual performance and improve their love making.

All recruitment is through direct mail campaigns, catalogue inserts and product despatch inserts.

The list performs well for general male health issues too, travel offers, automotive companies and fashion and accessories for both men and women.

POTENCY PRODUCT BUYERS

A list of men and women who buy natural products to enhance sexual performance

PROFILE

Gender: 78% male
Age: 50+
Demographic: BC1/C2/D

Further information

THE FIGURES

0-12 month GDPR compliant counts available on request

Rate: £125/000

Selections: £10/000

Delivery fee: £35



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