

The UK Holiday Collection

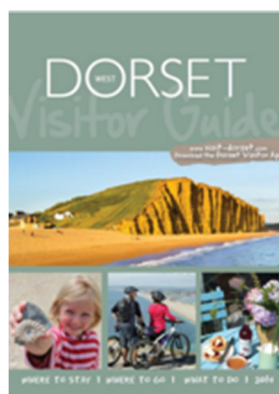
Inserts media programme

Profile

Inserts type	Customer Mailing
Gender	51% female
Age	55+
Multi Buyers	N/A
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	6
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000
Comments	Larger inserts may be considered



Month	Volume	Delivery	Start Date
January	41,500	20/12/2016	09/01/2017
February	X	X	X
March	X	X	X
April	14,500	24/03/2017	03/04/2017
May	X	X	X
June	Z	X	X
July	X	X	X
August	X	X	X
September	X	X	X
October	X	X	X
November	X	X	X
December	X	X	X

Insertion dates and volumes are subject to change. Please check with the inserts team for placing options.

Background

The Holiday Collection make available their customer mailings to third party advertisers. They let their customers choose and plan their UK holiday by sending them their latest brochure covering more than 40-50 different destinations within the UK.

Responders are generally aged 50 plus, have higher than average household incomes and of course are interested in UK holidays or short breaks.

Works well for: Anything aimed at the 50+ market. Highly responsive to holiday offers!

Website: N/A

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