

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	60% female
Age	50+
Multi Buyers	100% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	5
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	15,000 a month available

Month	Volume	Delivery	Start Date
January	X	X	X
February	150,000	16/01/2017	01/02/2017
March	X	X	X
April	150,000	15/03/2017	03/04/2017
May	X	X	X
June	150,000	15/05/2017	01/06/2017
July	X	X	X
August	150,000	14/07/2017	01/08/2017
September	X	X	X
October	150,000	15/09/2017	02/10/2017
November	X	X	X
December	150,000	15/11/2016	01/12/2017

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



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PRESTIGE CLASSIC COLLECTABLES

Background

Premier Offers Direct is a 64 page A5 mail order catalogue packed with household products, gifts, health and leisure items for the over 50's market.

Customers are known multi-brand mail order buyers who have made two or more purchases within the last 12 months.

High volumes mailed out monthly bringing a constant flow of new customers.

Each month POD mail to the most responsive/valuable customers from the above brands and every month the data cell is updated so no two months are the same. This maximises roll out potential, advertisers can use this programme month on month with minimal cross-over.

Works well for: Health, mobility, travel, collectibles, financial, charities and more!

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