

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	65% female
Age	55+
Multi Buyers	Over 65% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
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	Volumes of 25k to 30k

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	250,000	16/10/2017	01/11/2017
December	X	X	x

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



Background

Personal Choice offer a wide range of health, beauty, fitness, household, gifts and gardening products via their catalogue and off-the-page advertisements.

Very responsive customers. 32% have purchased via mail order more than six times in the last 12 months. Bi-monthly mailings ensure a regular intake of new names. Works well when targeting the grey market.

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

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