



Nauticalia

Inserts media programme

Profile

Inserts type	Catalogue Mailing
Gender	50% female
Age	50+
Multi Buyers	Over 68% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	100% Mail order buyers

Details

Available Slots	5
Max Size	A5 preferred
Max Weight	8g
CPT A5 10gms	£45 per 1,000

Month	Volume	Delivery	Start Date
January	100,000	20/12/2016	07/01/2017
February	100,000	20/01/2017	02/02/2017
March	220,000	20/02/2017	01/03/2017
April	120,000	27/03/2017	05/04/2017
May	115,000	24/04/2017	03/05/2017
June	260,000	29/05/2017	07/06/2017
July	90,000	23/06/2017	04/07/2017
August	90,000	24/07/2017	02/08/2017
September	590,000	18/08/2017	30/08/2017
October	430,000	20/09/2017	03/10/2017
November	795,000	20/10/2017	01/11/2017
December	220,000	21/11/2017	01/12/2017

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

@ mediasales@uklps.co.uk

+44 (0)1622 727231

Frith Barn, Dean Street, East Farleigh, Maidstone, Kent ME15 0PR



Background

Nauticalia began as a floating marine shop on the Thames. They now sell a wide variety of high quality gifts, electronics, outdoor clothing/equipment, collectables, jewellery and more! High % of customers are home owners who are married or living as a couple. They are educated high earning professionals. This programme has a high AOV.

Works well for: Travel, charities, financial, insurance and high quality non-competing mail order goods.

Website: www.nauticalia.com