

Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	77% aged between 40 and 60
Multi Buyers	Over 60% 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	Volumes of 30k to 40k

Month	Volume	Delivery	Start Date
January	150,000	15/12/2016	02/01/2017
February	150,000	16/01/2017	01/02/2017
March	X	X	X
April	150,000	15/03/2017	03/04/2017
May	150,000	13/04/2017	01/05/2017
June	X	X	X
July	150,000	15/06/2017	03/07/2017
August	X	X	X
September	150,000	15/08/2017	01/09/2017
October	X	X	X
November	150,000	16/10/2017	01/11/2017
December	100,000	15/11/2017	01/12/2017

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



Background

Buyers of high quality cookware and kitchenware, affluent customer who appreciate the finer things in life. The best buyers only receive catalogues through their door. A high % are home owners who are either married or living as a couple. 35% have an average household income of £35k+.

Works well for: Travel, charities, high quality non-competing mail order goods and up market advertisers.

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