

# HOME SHOPPING Selections

## Inserts media programme

### Profile

<b>Inserts type</b>	Catalogue Mailing & Product Despatch
<b>Gender</b>	65% female
<b>Age</b>	50+ (high % 55+)
<b>Multi Buyers</b>	Over 70% have made two or more purchases in the past 12 months
<b>Demographic</b>	B, C1, C2
<b>Customers</b>	Mail order buyers

### Details

<b>Available Slots</b>	5
<b>Max Size</b>	CM, A5 — PDs, A4
<b>Max Weight</b>	CM, 16g — PDs, 100g
<b>CPT A5 10gms</b>	CM, £45 — £50 per 1,000
<b>Product Despatch</b>	Volumes of 40k to 50k

Month	Volume	Delivery	Start Date
January	450,000	15/12/2016	02/01/2017
February	250,000	16/01/2017	01/02/2017
March	350,000	15/02/2017	01/03/2017
April	450,000	15/03/2017	03/04/2017
May	350,000	13/04/2017	01/05/2017
June	450,000	15/05/2017	01/06/2017
July	350,000	15/06/2017	03/07/2017
August	450,000	14/07/2017	01/08/2017
September	350,000	15/08/2017	01/09/2017
October	500,000	15/09/2017	02/10/2017
November	500,000	16/10/2017	01/11/2017
December	250,000	15/11/2017	01/12/2017

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

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### Background

Home Shopping Selections sell a wide range of health, beauty, fitness, household, gifts & gardening products. A good chance to target the grey market, very responsive customer database.

**Works well for:** Charities, travel, financial, health, collectables, mobility and more!

**Website:** [www.hss.uk.net](http://www.hss.uk.net)