

## Inserts media programme

### Profile

|                     |  |
|---------------------|--|
| <b>Inserts type</b> | Catalogue Mailing & Product Despatch                           |
| <b>Gender</b>       | 66% female   |
| <b>Age</b>          | 50+  |
| <b>Multi Buyers</b> | Over 35% 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 — PDs, £50 per 1,000 |
| <b>Product Despatch</b> | Volumes of 150k to 200k      |

| Month     | Volume    | Delivery   | Start Date |
|-----------|-----------|------------|------------|
| January   | 3,500,000 | 15/12/2016 | 02/01/2017 |
| February  | 3,500,000 | 16/01/2017 | 01/02/2017 |
| March     | 3,500,000 | 15/02/2017 | 01/03/2017 |
| April     | 3,500,000 | 15/03/2017 | 03/04/2017 |
| May       | 3,500,000 | 13/04/2017 | 01/05/2017 |
| June      | 3,500,000 | 15/05/2017 | 01/06/2017 |
| July      | 3,500,000 | 15/06/2017 | 03/07/2017 |
| August    | 3,500,000 | 14/07/2017 | 01/08/2017 |
| September | 4,500,000 | 15/08/2017 | 01/09/2017 |
| October   | 4,500,000 | 15/09/2017 | 02/10/2017 |
| November  | 4,500,000 | 16/10/2017 | 01/11/2017 |
| December  | 2,500,000 | 15/11/2017 | 01/12/2017 |

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



### Background

Full of everyday products to help make life easier. Includes home, garden, car and personal products. The customer database is compiled of direct mail buyers, reader offers and internet sales. This is a good way to target the grey market with customers all being homeowners, typically married or living with partners with an income of around £20,000 PA and highly responsive.

**Works well for:** Financial services, health, publishing, charities, and non-competing mail order offers.

**Website:** [www.easylifegroup.com](http://www.easylifegroup.com)

@ mediasales@uklps.co.uk

+44 (0)1622 727231

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

