

Inserts media programme

Profile

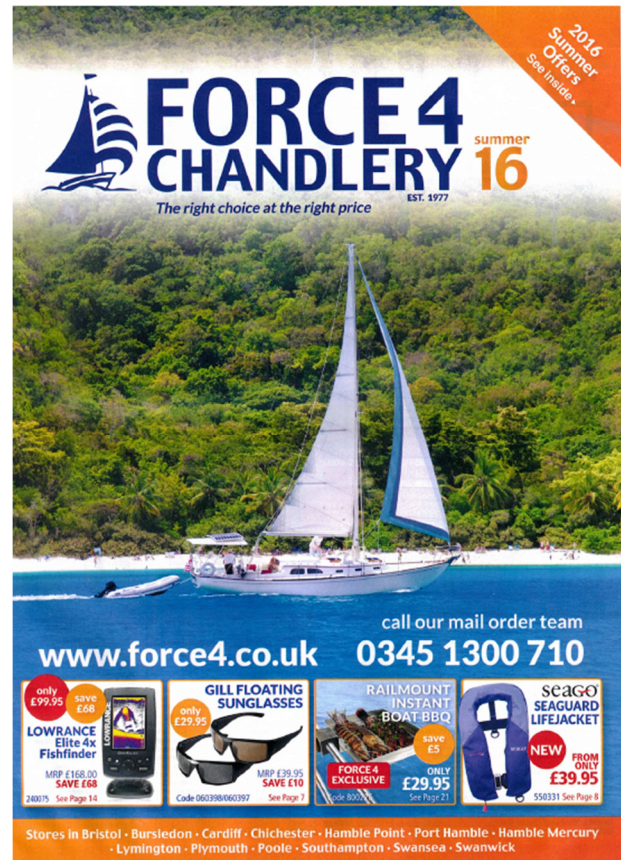
Inserts type	Catalogue Mailing
Gender	77% male
Age	50+
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order buyers

Details

Available Slots	3
Max Size	A5
Max Weight	6.5g
CPT A5 10gms	£45

Month	Volume	Delivery	Start Date
January	X	X	X
February	45,000	06/02/2017	16/02/2017
February	45,000	13/02/2017	23/02/2017
April	X	X	X
May	96,200	22/04/2017	02/05/2017
June	X	X	X
July	X	X	X
August	X	X	X
September	X	X	X
October	X	X	X
November	X	X	X
December	X	X	X

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



Background

A very loyal customer base with high expendable income, professional up market homeowners who enjoy the finer things in life.

Works well for: Food & wine, financial offers, upmarket travel, charities, health and non-competing mail order products.

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