



Inserts media programme

Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	68% female
Age	55+
Multi Buyers	Over 78% 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	CM, A5 — PDs, A4
Max Weight	CM, 16g — PDs, 100g
CPT A5 10gms	CM, £45 — PDs, £50 per 1,000
Product Despatch	5,000 a month available

Month	Volume	Delivery	Start Date
January	50,000	15/12/2016	02/01/2017
February	X	X	X
March	50,000	15/02/2017	01/03/2017
April	X	X	X
May	50,000	13/04/2017	01/05/2017
June	X	X	X
July	50,000	15/06/2017	03/07/2017
August	X	X	X
September	50,000	15/08/2017	01/09/2017
October	X	X	X
November	50,000	16/10/2017	01/11/2017
December	X	X	X

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

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Background

Buyers of high quality home furnishings, interiors, households, leisure and health products. 85% of customers are homeowners with a household income of £40k+ so a high average order value.

Works well for: Food & wine, financial offers, travel, charities and high value mail order products.

Website: www.harrogatehouse.co.uk