

PARTY PIECES

CREATING MAGICAL PARTIES FOR OVER 25 YEARS

Inserts media programme

Profile

Inserts type	Product Despatch
Gender	75% female
Age	Aged 25 to 45
Multi Buyers	Over 75% have made two or more purchases in the past 12 months
Demographic	A, B, C1
Customers	Mail order/online buyers



Details

Available Slots	2-3
Max Size	A5
Max Weight	10g
CPT A5 10gms	£45 per 1,000



Month	Volume	Delivery	Start Date
January	15,000	19/12/2016	02/01/2017
February	15,000	25/01/2017	01/02/2017
March	15,000	22/02/2017	01/03/2017
April	15,000	27/03/2017	03/04/2017
May	15,000	24/04/2017	01/05/2017
June	15,000	25/05/2017	01/06/2017
July	15,000	26/06/2017	03/07/2017
August	15,000	25/07/2017	01/08/2017
September	15,000	25/08/2017	01/09/2017
October	15,000	25/09/2017	02/10/2017
November	15,000	25/10/2017	01/11/2017
December	15,000	24/11/2017	01/12/2017

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

Background

Established in 1987, Party Pieces is the UK's leading online and catalogue party company. Party Pieces sells a wide variety of children's party items including small toys, balloons, sweat shirts and streamers as well as everything needed for parties for special occasions for adults.

Customers are affluent with household incomes in excess of £40,000 per annum, 71% have a youngest child aged between 12 months to 3 years old, 49% are subsequent mums. They are prolific mail order purchasers, more than 80% order online and have a keen interest in their financial portfolio including mortgages, savings, pensions and life protection. No duplication from one month to the next and low repeats thereafter.

Works well for: Advertisers looking to target parents of children aged 0-16 years and grandparents.

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