

Inserts media programme

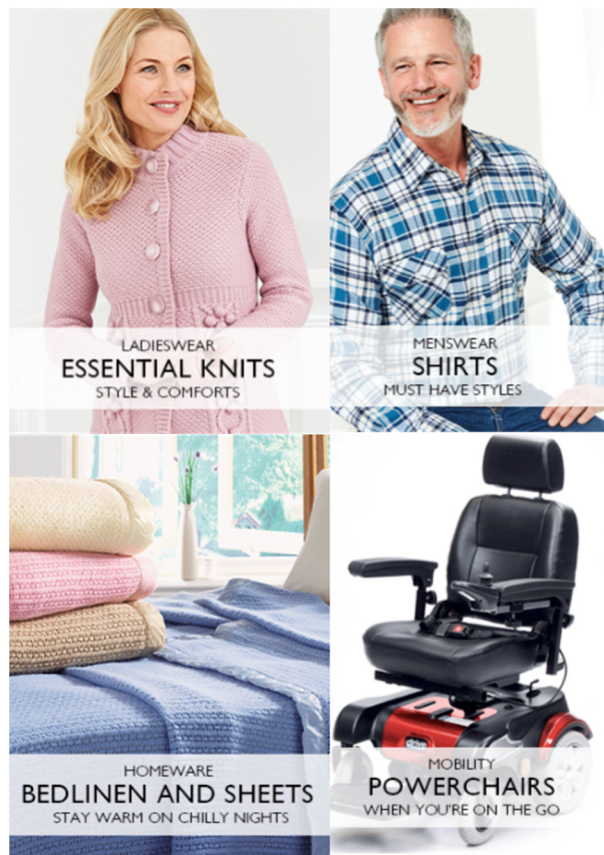
Profile

Inserts type	Catalogue Mailing & Product Despatch
Gender	50% female
Age	55+ (high % over 60)
Multi Buyers	Over 70% have made two or more purchases in the past 12 months
Demographic	B, C1, C2
Customers	Mail order buyers

Details

Available Slots	Varies per mailing
Max Size	CM, A5 — PDs, A4
Max Weight	CM, 9g — PDs, 60g
CPT A5 10gms	CM £45 — PDs £50 per 1,000
Product Despatch	70,000 a month available

Month	Volume	Delivery	Start Date
January	686,000	19/12/2016	13/01/2017
January	640,000	19/01/2017	31/01/2017
February	300,000	26/01/2017	13/02/2017
February	1,208,000	03/02/2017	24/02/2017
March	718,000	23/02/2017	17/03/2017
March	3,519,000	27/02/2017	14/03/2017
April	688,000	03/04/2017	27/04/2017
May	1,018,000	20/04/2017	18/05/2017
June	865,000	05/05/2017	08/06/2017
June	1,103,000	24/05/2017	27/06/2017
July	815,000	14/06/2017	11/07/2017
July	441,000	29/06/2017	24/07/2017
August	345,000	27/07/2017	16/08/2017



Background

Chums is a mail order catalogue selling a wide range of clothing, home wear, mobility and footwear products. Originally specialising in trousers for men. Very responsive 55+ mail order customer database with 62% regularly donating to charity.

Works well for: Anything aimed at the 50+ market.

Website: www.chums.co.uk

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

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