

## Inserts media programme

### Profile

<b>Inserts type</b>	Catalogue Mailing
<b>Gender</b>	50% female
<b>Age</b>	60+
<b>Multi Buyers</b>	Over 95% 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>	3
<b>Max Size</b>	A4
<b>Max Weight</b>	Varies
<b>CPT A5 10gms</b>	£45 per 1,000
<b>Terms</b>	No cash with order offers

PMonth	Volume	Delivery	Start Date
January	480,000	16/12/2016	05/01/2017
February	162,223	20/01/2017	09/02/2017
March	243,000	10/03/2017	22/03/2017
April	X	X	X
May	153,000	21/04/2017	03/05/2017
June	216,000	09/06/2017	22/06/2017
July	X	X	X
August	246,000	27/07/2017	08/08/2017
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

Solutions World is an established mail order catalogue that specializes in problem solving products and everyday essentials for health, home garden and leisure.

This is a perfect opportunity to target mail order buyers, many of who are multi buyers, highly responsive and own their own home.

**Works well for:** Gardening, DIY, crafts, charities, entertainment and non-competing mail order offers aimed at the 60+ market.

**Website:** [www.solutionsworld.co.uk](http://www.solutionsworld.co.uk)

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